

National[★]

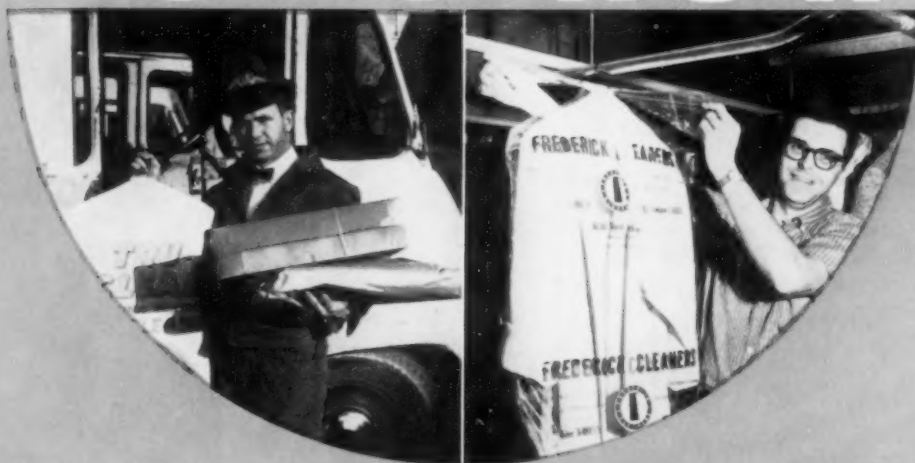
CLEANER AND DYER

First in
The Drycleaning
Industry
Since 1910

JULY, 1958



DO-IT-NOW



Exclusive!
**ANOTHER
"FIRST"**
in National

This new series puts every phase of your business under a microscope. To see how you stack up on packaging and delivery see page 12.

It takes 2...

for complete solvent cleaning

HYFLO *plus* **HYSWEET**

You can expect a team of two to be doubly effective—when one member complements the other.

Team up Johns-Manville Hyflo and Hysweet*, especially with charged systems—get the double advantage of longer operating cycles and sweeter solvent, *free* of insolubles *and* undesirable solubles.

Hyflo is the industry's original high-speed filter powder. With near-automatic operation, it removes all insoluble impurities and dirt . . . keeps garments fresh and odor-free . . . assures you of maximum solvent life. It reduces spotting time. And because the addition of Hyflo prevents clogging, your filter screen is protected and you can operate at lower pressures for longer periods.

Hysweet is an all-new solvent sweetener that removes more free fatty acids, yet takes out less detergent, than any other sweetener on the market today. It prevents filter pressure buildups and eliminates need for frequent distillation. Result is more work completed with fewer shutdowns and smaller solvent inventories.

For the name of your nearest Hyflo and Hysweet dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

NOW—Complete J-M Service for Drycleaners:

- J-M Hysweet in the red-label . . . Hyflo in the blue-label bag.
- J-M Dealers—there's one nearby ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



JOHNS-MANVILLE





TNT

NEW

can your sizing pass the
*Thumb Nail Test?

Why Dry Cleaners Like

BUCKEYE TNT DRY SIZE

- TNT Sizing will not stick, gum, or build up on press plates, covers, or steam irons. TNT sized garments finish faster — lowers production costs.
- Easy to use. TNT Size may be used by any of the popular sizing methods—dip tank, spray method, or in the wheel.
- Lower cost. Because of the concentration of TNT Sizing, it brings cost down and customer satisfaction up.

Why Customers Like

BUCKEYE TNT DRY SIZE

- Absolutely No Scratch, Flake or Marking!
- Crease resistance. TNT enables fabrics to bounce back and resist excessive wrinkling.
- Gives garments that new drape and hang that assures customer satisfaction.
- Lustre and sheen. TNT enhances the "new look" of any fabric.
- No odor. No complaints when TNT sized garments are worn.

What happens when you scratch your sized fabrics with your thumbnail? Do they flake or mark? You no longer have to put up with unsatisfactory performance from old-fashioned sizing.

A modern new development in sizing called BUCKEYE TNT DRY SIZE passes the Thumb Nail Test with flying colors . . . ABSOLUTELY NO FLAKING OR MARKING.

Contact your nearest jobber for information on this and other Buckeye products.



Producers of Quality Products for the Dry Cleaning Industry Since 1884

**SATISFY YOURSELF—SATISFY YOUR CUSTOMERS WITH TNT—THE ONLY SIZING
THAT PASSES THE THUMB NAIL TEST!**

NATIONAL CLEANER & DYER, July, 1958. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 49, No. 7. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

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Please include your city delivery zone number.

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Home Again

Since the last edition, your faithful reporter has covered some 10,000 miles in four weeks. My travels took me first to the LCATA convention in Sun Valley, Idaho. The start of the tour is a story in itself.

The same group met in 1956 in Hollywood Beach, Florida. Some of you may recall this same column in July of that year. I recounted my trials and tribulations getting from New York to Miami, which included a traffic ticket, missed plane connections, a tropical storm en route, breakdown of the plane's ventilation system and other misfortunes.

I made that trip with an associate of mine and vowed to myself we would never travel together again. By a stroke of fate, we were thrown together for this year's show. In order to avoid any trouble this time, we decided to play it smart.

We planned to stay at a hotel near the Idlewild airport overnight to make an early morning connection. Just in case the hotel switchboard failed to wake us, I arranged for Galina Terr, our managing editor, to phone us. Thanks to the precautions, my traveling companion and I were in front of the hotel 40 minutes before flight time to take the few-minute shuttle ride to the field.

While waiting, I glanced at the flight ticket to verify the flight number. You may find this hard to believe, but it was only then I discovered that the flight was leaving La Guardia airport. To make a long story short—you guessed it—we missed the flight. On top of that, my friend left his briefcase in the cab that raced us to La Guardia!

Despite the beginning, the rest of the trip was wonderful. I picked up some excellent stories in the Northwest. The trip wound up at an unusually fine convention in the beautiful city of Victoria, British Columbia, Canada.

These articles will appear in the next several issues. I hope you will be watching for them.—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½ x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

DRYING and DEODORIZING

problems eliminated by the 2-Bath Method

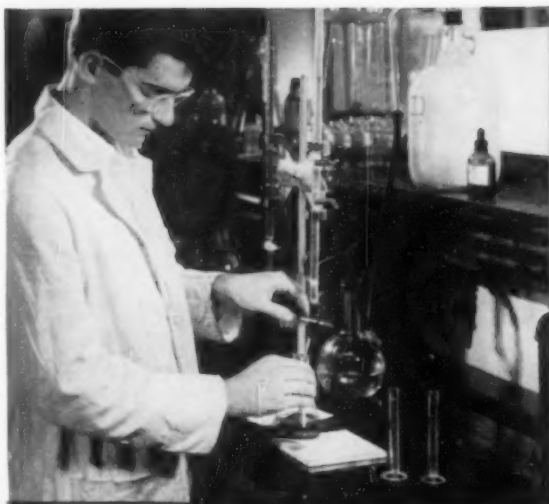
When garments are removed from the separate purified rinse of a 2-Bath system, the drying is completed quickly with no solvent or residual odor in the finished garments.

When garments are removed from the charged solvent in a one-bath no-rinse system, they contain non-volatile impurities which not only cause streaks and swales, but which also greatly reduce drying and deodorizing efficiency.

These impurities in themselves may leave an objectionable odor in the finished garments, but even though this objection is not noticeable, these impurities contribute to solvent odors in the finished garments when operating with reasonable tumbling time and recommended tumbling temperature. This is because the volatile solvent is not vaporized as rapidly when contaminated with non-volatile impurities.

To overcome this handicap in tumbling without benefit of a separate rinse some operators try longer extracting. This contributes to objectionable wrinkling. Others resort to higher temperatures in tumbling. This sets stains and causes shrinkage. Others increase the total tumbling time. This results in excessive mechanical action which is harmful to the nap.

The separate purified rinse bath as provided by the 2-Bath method offers the only practical, economical means of overcoming these drying and deodorizing problems. You never see that typical blue haze coming out of a tumbler stack in a 2-Bath plant.



Analysis of hundreds of samples of used charged solvent taken from plants of all sizes and types revealed that regardless of the type or concentration of detergent, and regardless of the type of purification powder used, all contained cholesterol, fatty acids, mineral oil and grease. The separate rinse in the 2-Bath method eliminates the drying and deodorizing problems caused by these impurities.

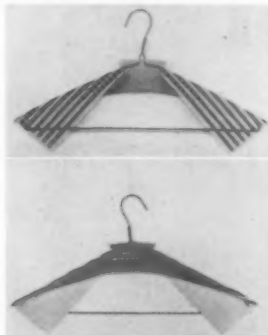
For complete service on the 2-Bath Method with Conductivity Control, enlist the aid of one of Street's 50 highly trained technicians. Write to R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Illinois.

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NEW PRODUCTS

AND LITERATURE

Improved Shoulder Guards



A. C. Troden announces several improvements on its product, Shure Shape Shoulder Guards. The improvements permit the Guard to fold and lock more easily, thus reducing assembly time, according to the manufacturer. The new design is said to add to the sturdiness so that the Guard will last for months of home use.

For further information write to A. C. Troden, 710 Stephenson Bldg., Detroit 2, Mich.

Double-Capacity Air-Vacuum



Rema Corporation has announced a new double-duty and double-vacuum-capacity unit. The dual Dri-Vac air vac-

uum consists of two vacuum motor turbines housed on a large single vertical condenser tank. It is designed so that one turbine can be shut down during slow periods. The unit is available in two size models to serve either 12 or 16 presses.

The dual Dri-Vac is powered with all-aluminum Dri-Vac turbines. All models are equipped with a special drain assembly, and the inside of the tank is fully corrosion-resistant treated.

For literature write to Rema Corporation, Box 86, Norwalk, Conn.

New Pre-Fab Plant



Martin Equipment Company is now offering an all-steel, movable prebuilt building expressly designed for a drycleaning, laundering and allied service operation.

The new prefabricated building is completely assembled at the factory and delivered to the location site ready to position on a foundation or basement. According to Martin, the only remaining requirement to make the building completely operational is to bolt it into position and run in electrical and plumbing connections. The entire building is said to be easily detachable for removal to a new location, and can be erected on leased land.

The prebuilt structure can accommodate a complete drycleaning plant, a wash-and-dry unit, a two-girl shirt unit as well as provide roomy service counter areas, says its manufacturer. The building is so designed to be used for either a drive-around and/or an in-store service unit. A covered drive which protects customers' garments when picking up or delivering garments from their cars is provided.

The new building is 20 by 60 feet, providing with basement about 2,000 square feet.

For further information write to Martin Engineering Equipment Company, 5000 Section Ave., Cincinnati 12, Ohio.

International Harvester Expands Truck Line



International Harvester Company has expanded its line of International trucks with Metro bodies through availability of several new Metro Van body sizes, a new aluminum Metro-Lite body, and a new metallic exterior finish.

International forward-control multistop trucks are now available with a choice of factory-installed Metro, Metro Van or Metro-Lite bodies ranging in length from 7 feet 9 inches to 16 feet 7 inches, and in capacity from 352 to 724 cubic feet. Gross vehicle weight ratings extend from 5,400 to 16,000 pounds.

International's lightweight Metro-Lite series has been expanded with the introduction of an aluminum body in lengths of 9 feet 8 inches, 10 feet 8 inches and 12 feet 8 inches, with respective capacities of 352, 390 and 468 inches. To

provide maximum strength with minimum weight, fiber-glass-reinforced plastic front-end section side panels and roof caps have been incorporated. Standard Metro-Lite bodies will continue to be supplied.

Also included in the line are three new all-steel large-capacity Metro Van models and two new, smaller Metro Van bodies. The illustration shows the two extremes in the range of International trucks with Metro Van bodies, from the new 9-foot 6-inch model to the large 16-foot 7-inch size.

A new Poly-Chrome metallic synthetic enamel finish available on Metro-Lite bodies permits operators to letter their trucks as they are received from the factory and place them in service without further painting. The new finish is said to be durable and attractive and to save an additional paint job.

Mercury Introduces New Muck Stripper



A new Clover-Leaf muck stripper, designed to keep any filter clean, is being marketed by Mercury Cleaning Systems, Inc. According to the manufacturer, using the new muck stripper, 2 to 4 gallons of perc (from sludge) can be recovered for every 1,000 pounds of clothes cleaned. When used with a

charged system, says the manufacturer, there is also a saving in soap.

The stripper is operated with quick-opening valves, with no handling of sludge or interference with cleaning. It automatically backwashes the filter when transferring the sludge.

For further information write to Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.

Time Savers Publications

The release of a new two-color, four-page catalog has been announced by Time Savers, Inc. It describes 12 different types of wire trucks and carriages for laundries and for drycleaners engaged in shirt laundering, as well as a variety of specialties.

The company has also issued

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Introducing —two new low-odor solvents
with fast evaporation rates



SHELL SOL 360 and 36

Here are the outstanding benefits...

1. Evaporate twice as fast as conventional Stoddard solvent
2. Permit tumbler operation at a lower temperature without sacrificing capacity
3. Low odor
4. Over 100° F. flash point
5. Meet all Stoddard solvent specifications
6. In respect to fire hazard they are rated 30 to 40 in a class with kerosene, as determined by Underwriters Laboratories, Inc.

All are approved and listed by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

Other dependable Shell Solvents

SHELL SOL 105

Regular Stoddard Solvent

SHELL SOL 140 and 14

where high flash point is
required

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



Powerful Medicine!

ERASE Deodorant

Eliminates odors by absorption and chemical reaction. Does not contain masking perfumes or formaldehyde.

Signal Anti-Lint

Ends linting problems for less than 1½¢ per 100 pounds. No more brushing or vacuuming.

Duronite 200

A textile flame retardant on the dry side that opens new avenues for increased sales. Simply dip—extract—tumble dry.

LED Liquid Enzyme Digester

A new concept in on-the-board postspotting. Removes problem and unknown stains and eliminates reruns.

BeautyTex Dry Sizing

Makes colors brighter—whites whiter—all your cottons and synthetics become crisp and fresh with new like look.

Sanex Mothproofing

A dry charge mothproofing—added to the wheel. A "big extra" for the housewife that costs about 1/20 of a cent per garment.

Contact your Jobber or Write.

Signal
CHEMICAL MFG.
COMPANY
5020 RICHMOND RD.
BEDFORD, OHIO



a new price list for shirt service and drycleaners, including detailed descriptions.

Copies of the new publications may be obtained by writing Dept. AD, Time Savers Inc., 83-99 Walnut St., Montclair, N. J.

Clear Polyethylene Film



Polyethylene film that is claimed to be of unprecedented transparency and gloss, and almost entirely free of haze has been developed in the laboratories of U. S. Industrial Chemicals Co.

The film was made from a U. S. I. resin via an unconventional processing technique which the company believes to be commercially promising. The production method, called casting, is accomplished on paper coating equipment rather than standard film extruding equipment.

According to Vincent McCarthy, manager of polyethylene sales, the new film's "unusual clarity is expected to serve as a spur to continued growth in the polyethylene packaging market, particularly for high quality products."

The new packaging material is said to combine toughness and sparkle. The twin sisters, pictured above, demonstrate its clarity and gloss.

For further information write to U. S. Industrial Chemicals Co., 99 Park Ave., New York 16, N. Y.

New Press Padding

N-11 Miracle Fiber, used successfully as flatwork ironer padding material, has now been adapted to press padding, according to an announcement by J. H. Osborne, sales manager for Whitehouse Nylon Products. N-11 is a new synthetic fiber recently announced by the Du Pont company.

The new semipermanent pad outlasts cotton or ordinary nylon padding, says the manufacturer. Special press covers are available to be used with the new press pads.

For further details on N-11 press pads write to Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

New Boyertown Body



A new Boyertown panel delivery body has been developed by the Boyertown Auto Body Works. It is available for installation on the newly announced Willys flat-face cowl chassis.

The new Boyertown Body, of hi-tensile steel construction, provides 164 cubic feet of square usable loadspace. It also has greatly increased driver access to loadspace and ease of general over-all driver operation, says its manufacturer. The body loadspace is 72 inches long, 63 inches wide and 60 inches high.

For further information write to Boyertown Auto Body Works, Boyertown, Pa.

New Activated Carbon



A new activated carbon for purifying modern drycleaning systems is being introduced by Atlas Powder Company.

Premium Darco was developed by Darco research to solve the problem of bleeding dyes and graying, intensified by modern, more efficient drycleaning systems. According to Atlas, high-density, super-activated

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

These Fine Plants Can't Be Wrong!

American Laundry-Cleaners
Valparaiso, Indiana

Panatorium Cleaners
Dayton, Ohio

Eagle Cleaners
Atlanta, Georgia

Washette Laundry-Cleaners
Cincinnati, Ohio

Murphy Cleaners
Shelbyville, Illinois

Earnest Cleaners
New Orleans, Louisiana

Cortez Cleaners
Cortez, Colorado

Melian Cleaners
Flint, Michigan

Hixon Cleaners
Hixon, Tennessee

Better Way Cleaners
Atlanta, Georgia

Jaxon Laundry-Cleaners
Elkhart, Indiana

Swan Cleaners
Montgomery, Alabama

Model Laundry-Cleaners
Cincinnati, Ohio

Drive In Cleaners
Pascagoula, Mississippi



A few of the many with profitable UniMac installations.

Join them, because . . .

- You can offer UniMac Dryfold, a profitable service that brings in new customers. Increases drycleaning and shirt volume, too.
- UniMac is practical for fast shirt laundering.
- UniMac speeds the handling of wet cleaning and re-runs.
- UniMac pampers blankets and other specialties.
- UniMac individual washing eliminates customer loss claims. No marking, no netting, no sorting.
- UniMac is ideal for main plant and activating branch stores.

UniMac washes and extracts up to 120 lbs. per hour. Heavy duty and trouble free—requires little maintenance. Users say UniMac pays for itself out of savings.

Do It Now for Progress and Extra Profits!

GET ALL THE FACTS!
WRITE DEPT. N-78

UniMac
Company

723 Ponce de Leon Place, N.E. • Atlanta 6, Georgia

Premium Darco has more decolorizing power per pound than any activated carbon ever developed for the drycleaning industry.

Premium Darco's one-pound Power Pack is said to assure accurate dosage by weight to provide the right amount of carbon needed by any particular filter. The Power Packs are packaged in black fiber cartons each containing 50 of the one-pound bags. Printing on the carton, like the bags, is yellow over black for easy identification.

For further information write to Atlas Powder Company, Wilmington 99, Del.

New Water Heaters



A new line of commercial water heaters designed for hot-water-supply installations in laundries, institutions, etc., was recently announced by Federal Boiler Co.

The hot-water heaters, Series FTHW and FMHW, are offered in horizontal firebox type and Scotch marine. According to the manufacturer, using multipass copper coils these new heaters provide continuous hot water regardless of demands. The enlarged water-content design provides a larger reservoir of B.t.u. which insures a fixed water temperature delivery, says its manufacturer.

Both of the series can be piped for two or three different water temperatures to be delivered simultaneously to meet varying installation require-

ments. The new water heaters are offered in a full range of sizes, jacketed or unjacketed.

For further information write to Federal Boiler Co., Midland Park, N. J.

Concentrated Dry Size



A new concentrated dry size developed by the Davies-Young Soap Co. treats clothes so that they will not flake or mark when scratched with the thumb-nail, says J. R. Young, Buckeye drycleaning sales manager.

The new TNT (for "thumb nail test") is said to enable fabrics to bounce back and resist excessive wrinkling. It may be used with any standard sizing method—dip tank, spray, or in the drycleaning wheel.

According to its manufacturer, TNT doesn't stick, gum or build up on press plates, covers or steam irons. And, says the manufacturer, luster and sheen are also apparent in the finished garment.

For free window banners and further information write to Davies-Young Soap Co., Dayton 1, Ohio.

New Forward-van



The newest addition to the DeKalb Commercial Body Corporation's frequent-stop line is the recently introduced Forward-van.

Forward-van models are available in 8-, 10- and 12-foot lengths, for all popular makes of the forward control chassis.

The driver's compartment, with a new instrument panel, package shelf area and motor cover, has a payload head room of 72 inches and a width of 78 inches.

Other features include a front crash rail, wrap-around front

and rear bumper, 40 percent greater visibility, built-in dual rub rails and a heavy-gauge skirt, heavy-gauge vertical grille protectors and recessed headlights.

For literature and more complete information, contact DeKalb Commercial Body Corporation, DeKalb, Ill.

Dow Packaging Film

A new polystyrene film for use in a wide variety of packaging applications will be manufactured by The Dow Chemical Company beginning January of 1959.

Primary uses for the film, trademarked Tryptite, are in window-wall envelopes, cartons and boxes, pouches and bags, including shirt and laundry packages.

Tryptite, said to be the first commercially feasible film made of polystyrene, does not absorb moisture, distort or become brittle with age, says its manufacturer. Other advantages claimed for Tryptite include its clarity and dimensional stability.

For more information write to The Dow Chemical Company, Midland, Mich.

New Cowles Packaging



Cowles Chemical Company's low-foaming, nonionic synthetic detergents, Sted and Sted-ette, will now be shipped in redesigned packages, C. C. Bassett, director of sales, has announced. Sted and Sted-ette were recently purchased from Monsanto Chemical Company of St. Louis, Mo.

The new multiwall paper-bag package is white and maroon for Sted and white, black and gold for Sted-ette. Sted will be packed as before, 100 pounds net per bag, and Sted-ette 50 pounds net per bag. Mr. Bassett explains that Sted-ette is the same as Sted except that it is produced and delivered in a less dense and more fluffy physical form.

For further information write to Cowles Chemical Company, 7016 Euclid Ave., Cleveland 3, Ohio.

New Deodorizer



National Cleaners Chemical Mfg. Co. has introduced a deodorizer said to give fabrics a fresh, clean scent whether the offending odor is localized or pervades the entire garment or load. According to the company, the new product, called the National Deodorizer, completely removes odors of perspiration, vomit, food, smoke, grease, paint, etc.

The deodorizer comes in an unbreakable, flexible 12-ounce polyethylene bottle with an accompanying plastic screw-on spray. At the spotting board or final inspection point, the liquid is sprayed lightly. For complete loads, garments are lightly sprayed in the tumbler or reclaimer while the cylinder is in motion, at the beginning of the drying cycle.

For further details write to National Cleaners Chemical Mfg. Co., 2807-11 W. Lake St., Chicago 12, Ill.

Packaging Promotion



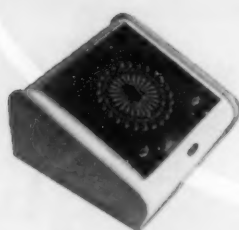
The advertising possibilities of Carry-Pack Handles are pointed out by the manufacturer, who states that imprinting of the firm name on the tape portion is available at nominal cost. The tapes come in a choice of colors.

Shirt bags, packages and other boxes can be securely sealed by using gummed tape at one end and a Carry-Pack Handle at the other. Invoices can be affixed to packages at

Continued on page 103

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



THIS
simple Dialamatic
control panel . . .

...DIALED
by your counter attendant . . .



...OPERATES this space-saving
Detrex-B&G garment conveyor
system which automatically . . .

...DELIVERS the
customer's order right to your
counter in seconds. It saves time,
increases efficiency, improves cus-
tomer relations, boosts profits.
Write for details today!



DETREX CHEMICAL
INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

DETREX CHEMICAL INDUSTRIES, INC.

Dept. G-80

Box 501, Detroit 32, Michigan

Please send immediately complete Dialamatic details

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

EDITORIALS

Survival of the Fittest

This past decade has been good to the drycleaning industry. Most plants which have been around that long, or longer, have enjoyed prosperous times. This is particularly true of those cleaners who have taken advantage of the opportunity to expand and grow with their communities.

But there have also been operators who have felt they had reached a point of diminishing returns. "Why try to get any bigger? There is no percentage in working any harder, just to pay more taxes. I'm satisfied with what I've already built," they say.

On the surface this may seem reasonable, but such thinking is inviting disaster. The opportunities for expansion are there for the asking. If present plantowners don't take advantage of them, *someone else will*. There is no such thing as maintaining the status quo in business. The only time a drycleaner can coast is when he is going downhill.

When someone else seizes the opportunities that await, he also will take some of the volume from the complacent plant. This desire to "take it easy" is causing great concern among thinking people in the industry. Many of them discuss it at the various conventions with us, while others take the time to write us about it.

A. W. Stoddard, director of advertising and public relations of Detrex Chemical Industries, Inc., had this to say in a recent letter:

... We know of many cases where cleaners who could and should have expanded their operation have, as a result of their complacency subjected themselves to infringement in their own backyards and reduced their income to an alarming degree. Granted, some of this so-called infringement was from legitimate, trained, experienced drycleaners—but had they protected themselves with the second or third plant, chances are their economic welfare would not have been so severely affected—and chances are they would have recognized, through the operation of additional plants, the need for more alert, intelligent sales promotion in all areas.

Time and time again, rank outsiders enter this business who have absolutely no right to represent

themselves as cleaners. They literally destroy the goodwill and purpose of drycleaning in a community—and from sheer lack of knowledge or interest, or possibly from panic by an unwarranted demand on their income, they discourage the growth and even the use of drycleaning in the community by poor quality.

... We all know that the successful drycleaner is practically assured of added success and income when he expands—certainly his chances are far greater than a neophyte who is entering the business.

I have a feeling that these people must be told directly and encouraged—not by the success stories of others but by sheer terror of the facts of survival—and a way to build a fortress around what they now have.

Well said, Mr. Stoddard.

Edward B. Wintersteen, Executive Manager

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GET YOUR SHARE OF WASH-&-WEAR

66% OF THESE GARMENTS ARE NOW WASHED AT HOME

You can resist it — and LOSE business — or USE it to DOUBLE your volume!

The facts are simple: Wash-and-wear garments are here to stay. Why? Because they have properties of moisture-resistance, wrinkle-resistance, crease-retention and lightness of weight not found (yet!) in natural wool and silk. Because they appeal to consumers' natural desire to save money on cleaning bills. And because they're backed by the combined promotional skill and dollars (millions of them) of synthetic-fiber producers, garment manufacturers and retail clothiers—plus pages and pages of priceless publicity.

No cleaner or group of cleaners—not even the whole industry—can hope to combat such power! You can't keep people from buying more and more wash-and-wear garments. But you *can* use advertising, publicity, salespower and finishing ability to keep people from trying to wash and iron those garments at home. You *can* make them depend on you for the protection and preservation of their garments through professional clothes care.

You can tell people (IF your presses are properly fitted) that YOU have the necessary skill and special equipment to handle their wash-and-wear garments perfectly and SAFELY . . . to hold their shape and drape . . . to retain their smart styling . . . to keep them looking fresh and new.

A complete campaign has been prepared to do the job. It consists of 3-color 21 x 28-inch posters (reproduced above), sales tips for counter clerks and routemen, publicity, newspaper ads, direct-mail suggestions, window-display ideas and other promotional material—all effectively integrated around the theme of "Professional Clothes Care for Wash-and-Wear."

That campaign—including the free posters—is available to cleaners who are equipped to live up to the promise of fabric safety.

This, of course, means pressing with the Fabric-Safe Doubleplate and the CushnTop Buk-Pad and Cover Set.

FABRIC-SAFE IS VITAL FOR WASH-&-WEAR FINISHING

Drycleaners' presses were always too hot. Their 300°-heat makes wools harsh, dry and shiny . . . makes silks slick and brittle. And when old-fashioned single-type pressplates are used, steam shoots through in violent superheated "jets" that leave steam spots. Ordinary plate surfaces often cause moiré streaking (watermarking).

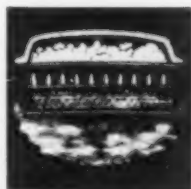
The Fabric-Safe Doubleplate ends these problems. Its inner plate breaks up the "jets"—spreads steam evenly over the whole pressing surface. It cuts the temperature to an extra-safe 250°—fully 25° below the point where synthetics begin to glaze.

The textured surface of Fabric-Safe's outer plate prevents moiré, eliminates 90% of shine, and keeps nap lively.

So Fabric-Safe means no steam marks . . . no moiré . . . no ugly glaze . . . and SAFETY for the delicate synthetics.



Single-plate method

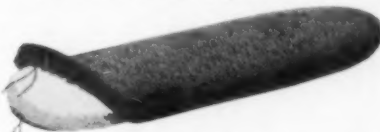


Doubleplate method

CUSHNtop ENDS GLAZED-SEAM PROBLEM ON WASH-&-WEARS

Glassy seam impressions, pocket marks and crowsfeet around buttons result from both heat and pressure. Buttons, seams, pockets and cuffs need "a place to go"—a cushion exactly where pressure is.

That's what CushnTop provides—a per-



manent resilience and flexibility at the point of pressure. Multiple thicknesses of fabric get precisely the same amount of pressure (therefore the same finishing) as single thicknesses. Result: no glazing of seams . . . no buckside shine or moiré . . . no crowsfeet or broken buttons.

CushnTop supplements the Doubleplate in preventing damage to synthetic fabrics . . . in increasing the cleaner's professional superiority over home-ironing methods.

66% WASH AT HOME

According to reports, at least two-thirds of all wash-and-wear garments ARE now being washed at home. If drycleaners sit back and do nothing but wish it would go away, wash-and-wear will penetrate steadily more deeply and disastrously into drycleaning volume. But aggressive plants which shout "We are Specialists in Wash-and-Wear"—and prove it by the fine quality of their work—will make wash-and-wear work FOR them to build sales.

You definitely have no quarrel with the wash-and-wear producers. They've made their garments completely drycleanable as well as washable. They've made it possible for people to own more clothes, greatly expanding your volume potential. They've created lightweight year-around fabrics which let you increase your payload per drycleaning machine as much as 50%. It's up to you to take advantage of these opportunities . . . to go "all out" for the lucrative business which wash-and-wear has put within your grasp.

Your jobber-salesman has full details on how you can get on the wash-and-wear bandwagon—successfully, profitably. Ask him!

DO-IT-NOW

PART-1



Tap the Sales Opportunities of *PACKAGING and DELIVERY*

By ART SCHUELKE

IN THIS PERIOD of readjustment, it is necessary for every drycleaner to do some "soul searching" if he is to survive in the present tough competitive market. And the time to do it is right NOW. Top industry leaders say that 1958 is the year when the men will be separated from the boys.

It is time to appraise, critically, every phase of the business. The check lists that follow will help you inventory your operation. But a mere check isn't enough. After that has been done, *then do something* about those items where you fall short of the mark.

If you don't, you can be facing declining sales and profits, or even failure. To keep sales and profits up, every drycleaning plant in the business needs to *do things*. If you are doing everything exactly as you did it a year ago, you are going downhill, and may soon join the "boys."

There is a basic truth about business. Unless you progress, you die. Complacency or defeatism is not in the successful operator's dictionary. There is an old cliché that says, "Nothing happens until a sale is made." All the fine machinery, the best chemicals, the most efficient production staff are meaningless until the orders roll in.

And the first bundle from the customer is fine to get, but it's the second one that counts. Whether you get repeat business depends on two things: the appearance of the garment and the salesperson who delivered it.

For that reason this series starts at the point of packaging and delivery. Subsequent articles will help you appraise your inspection and finishing. They will deal with your spotting department and other operations down to marking in the work, in addition to general management functions.

Here is what you do. First use the

Exclusive!
ANOTHER
"FIRST"
in National

check list. On those points where you can answer "yes," give yourself a mental pat on the back. On those where you get a "no" answer read the accompanying text covering that point. For each point raised, there will be information that should be helpful to you.

The information given you was highlighted in the now famous Dichter Report supplied to the National Institute of Drycleaning by the Institute for Motivational Research (NATIONAL CLEANER & DYER, March 1958). It also has been compiled from case histories of successful plants the country over. Our staff has traveled from coast to coast, border to border to bring you practical information, not "blue sky" data. Then, too, the NID has been more than cooperative in the development of the series.

One of the strongest motivations any of us has is the desire for recognition, for importance. It is because of that one fact that packaging is such a strong selling tool. Aside from our sales force, the most personal contact we have with our customer is the package that contains her clothing.

These garments are her most personal possession. They enhance her appearance, express her personality, her status in the community. Our methods of packaging can enhance the personal character of the package-consumer relationship, or they can work against us.

A well-designed package is proof that the cleaner really cares about the customer and her family's clothing; that he is willing to make an extra effort to please. He is employing a friendly, interested "salesman."

To use no packaging or poor or unprinted packaging tells the customer that the cleaner just doesn't care. It does nothing to show appreciation of her garments and of her patronage.

According to research the customer herself is the judge of a good pack-

age. She sets up very high standards through her emotional needs. As stated in our recent Guidebook, these are:

1. Convenience: Is the package easy to carry? This is especially important on shirt packaging which can be bulky and awkward.

2. Adaptability: How well does the package fit into the closet or bureau drawer? Is it reusable for other purposes?

3. Security: Does she feel assured that you have given her quality? Does the package make her feel it?

4. Status and Prestige: Does she feel she is expressing something about herself by buying from you, through the package design?

5. Dependability: Does the package make her feel that she can rely on you, her drycleaner?

6. Esthetic Satisfaction: Is she pleased and satisfied by the design, color and "feel" of the package?

A good package does not of itself create the personality of our services. Like a good cosmetic on a beautiful girl, the desirable package merely expresses personality in a dramatic, easily recognizable way.

Conversely, a poor package can undermine the personality of our services. People like to say they never judge a book by its cover. *But they do.*

So, on to the check lists. May you score 100 percent perfect. More important: If you don't score right on each item today, that you will take corrective action *now*. You have two decisions. You either correct the problem or you put it off. Either choice is a decision. The "men" will do it now.

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Check List for Packaging

	Yes	No
1. Are all garments bagged?	_____	_____
2. Are your bags distinctively printed?	_____	_____
3. If you have a de luxe service do you use special packaging?	_____	_____
4. Are wedding gowns specially packaged?	_____	_____
5. Are blankets wrapped in plastic?	_____	_____
6. Is your shirt packaging attractive?	_____	_____
7. Are drapes delivered with the decorator fold?	_____	_____
8. Do sweaters, ties, gloves, hats and other specialty items have special packaging?	_____	_____
9. Are all identifying tags removed from all pieces?	_____	_____
10. Do you use button tags?	_____	_____
11. Do you use bundle stuffers?	_____	_____
12. Do you place book matches in suits?	_____	_____
13. Do you use guards on hangers?	_____	_____
14. Do you promote box storage?	_____	_____

Check List Data

Are all garments bagged?

It is difficult to imagine why any cleaner wouldn't use packaging in this day and age. There are important benefits to the cleaner as well as the

consumer. Garments are better protected from dust and dirt while waiting to be picked up. The finishing job is also kept fresher.

The call-office customer or the route salesman can wreck the finishing job just transporting the garments from the plant to the home. And that cer-

tainly does nothing for customer relations. It's like the impatient clothing salesman who at five minutes before closing time says, "Take it or leave it."

If you answered "no" to this, review the introductory comments. Packaging is a must for any cleaner who wants to progress. Then read the rest of the text which follows, for the chances are good you aren't practicing those methods, either. In today's competitive supply market, bags are relatively inexpensive. You can't afford to be without them.

Are your bags distinctively printed?

In the past few years polyethylene has enjoyed tremendous acceptance and popularity in the drycleaning field. And rightly so. It is economical and answers most of the emotional needs of the housewife as listed in the introduction.

Because of the transparency of polyethylene, the sight of the garment itself provides the customer with some esthetic satisfaction. But packaging designers and manufacturers tell us that the successful package is not one with merely an intriguing design or special material.

The material from which it is made, plus the over-all design, *plus color* and printed message all have a bearing on whether the package becomes

Tissue paper in sleeves, neckline and bodice of dresses helps to sell custom services

It's the little things that count. Lapel shaper, paper handkerchief, hanger guard all help dress up this package



alive. It's like adding another salesman to the force. It takes all three factors to get the greatest sales benefit out of the packaging.

Unprinted bags, whether paper or poly, are doing only part of the job. Printed bags convey the assurance of quality. They help the housewife to feel that she is expressing something about herself by buying from you.

The paper bag manufacturers have had years of experience and know-how to help you design a distinctive package that expresses the personality of your services. Similarly, poly can be printed, including the continuous-roll type.

Some cleaners have achieved a measure of distinction in their packaging by going to colored poly. Stine Cleaners of Pueblo, Colorado, uses a pink material since pink has been the identifying color of this plant for many years.

But when it is all said and done, the combination of material, design and color does the best job of selling.

Many plants have a varied supply of bags to promote seasonal items. The printed message may promote household cleaning in the spring as was done by Rawlinson's Cleaners of Portland, Oregon. This idea best works for high-volume plants that can afford a larger inventory of specially printed bags.

Special packaging of de luxe service

If anything dramatizes the importance of packaging, it is "custom" cleaning. Packaging can represent 50 percent of the job, giving the customer quick visual evidence that something truly special has happened to her garment.

Obviously, the printed, distinctive garment bag is part of it. Then, in addition, tissue paper stuffed into sleeves and bodices is another touch. The waist of a dress should be held together with a shirt band. Some cleaners will also put a "ribbon" of tissue around the neckline of the dress for added effect.

Sponge rubber placed on the hanger holds the shoulders in place, prevents the garment from slipping off the hanger, especially on low-cut gowns. A strip of special cellophane tape across the shoulder straps of gowns serves the same purpose.

For added effect, Prathers Cleaners of Fort Myers, Florida, pins an artificial flower to the package of de luxe work periodically.

This special cleaning does much for a plant's prestige and acceptance. It is also good extra volume, often representing 10 percent or more of total volume. Naturally, the work has to be superior, but packaging really comes into play here.

Wedding gown packaging

Of all a bride's possessions, her wedding gown holds a special place. And properly cleaned, packaged and promoted, this can become a very lucrative sideline for any cleaner. There are several firms in the country who specialize in wedding gowns exclusively; do no other cleaning.

We can be sure of death and taxes—and marriages, too. The vital statistics for 1956, for example, reveal that there were about 1,600,000 marriages. Every year one out of every 100 persons gets married. This rule-of-thumb figure will enable you to determine your market potential.

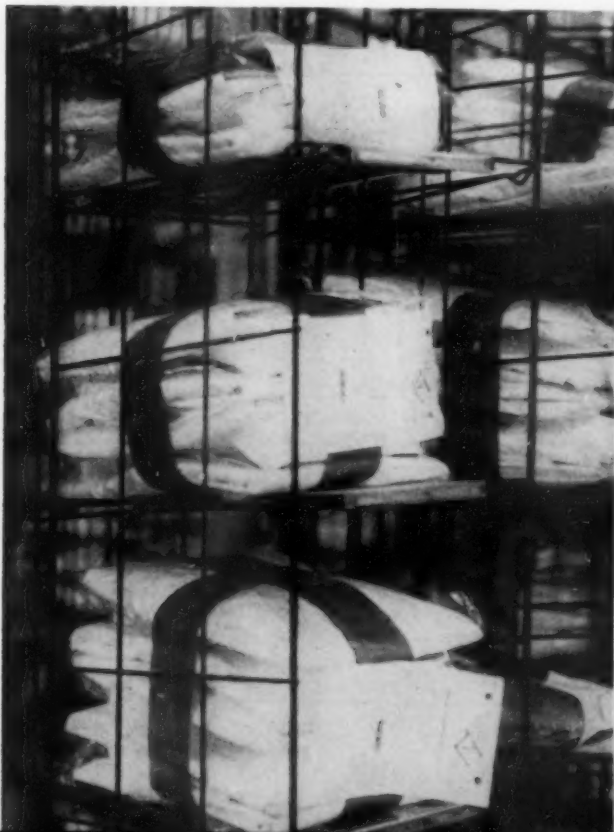
This is a year-round business. Here is how the weddings figured out for 1956:

January .101,000	July128,000
February . 99,000	August . . .159,000
March .102,000	September 145,000
April .117,000	October .130,000
May .129,000	November .126,000
June .201,000	December .133,000

There are between seven and eight hundred thousand wedding gowns sold throughout the year. They range in price from \$39 to \$1,800, averaging \$125. Cleaning prices for these range from \$15 to \$40, and provide

Continued on page 16

Polyethylene and colored bands are used by this plant for transparent packaging



Cellophane tape effectively seals shirt package. Provides "handle" and permits clear view of invoice and the information on it





This plant features boxes for its shirt packaging

Continued from page 15
a liberal margin for the special boxes made for storing these gowns.

The most popular types are sturdy cardboard, although even aluminum is used. A transparent cellophane top is sealed tight, and a lid placed over it. Since the gown is usually stored away, little or no finishing is actually re-

quired, saving a finishing job of several hours. Generally, just a little touch-up on the part of the garment that shows under the cellophane.

Plastic-wrap those blankets

This high-profit item will sell faster with modern packaging. Blankets are

generally sent for cleaning just before storing. Plastic affords excellent protection and enables the housewife to make the proper selection when she wants to take one of her blankets out of storage.

The cleaning plant at the NID adds a nice touch, as do many other cleaners. One corner of the blanket is folded back in the package, just as new blankets appear on display in department stores.

The wrapping can either be sealed with transparent tape or it can be heat-sealed. Either way, the package is airtight. Once again, sound packaging is satisfying Mrs. Housewife's emotional needs, such as security and desire for convenience.

Attractive shirt packaging

An entire issue could be devoted to this subject alone. Just what makes an attractive shirt package? It is many little things. For example, the use of plastic or wooden pegs to hold French cuffs properly. It certainly includes having all the buttons sewed on.

Many plants, such as Rivard's Cleaners of Windsor, Ontario, indicate with a tag those shirts that have

Continued on page 21

MORE FACTS ON PACKAGING . . .

THERE are many pros and cons on paper packaging versus plastic, specifically polyethylene. Proponents of the former claim that paper gives better protection, that it is firmer and provides air space around the garment. The fact that it is opaque protects the garments from sunlight and possible fading. It is also antistatic.

On the other hand, poly seems to have great consumer acceptance. Many drycleaners feel that the customers like to see the finished product through the packaging, the same as items purchased at the supermarkets.

On one point there is little room for argument, that of costs. Paper is still less expensive, although the difference is constantly narrowing. While costs vary around the country, one New York cleaner states that his poly bags are 5/10 to 8/10 of a cent higher than paper, per bag. These figures are for unprinted paper and unprinted poly. He feels the difference is worth it, because his trade likes the new packaging.

There are several ways to buy

poly. Some firms supply the bags already made to size. A popular, new way is to buy poly in rolls that have perforations at predetermined lengths. The lengths are 24 inches, 36 inches and 54 inches. The three different-sized rolls are held in a bagging device which permits the operator to draw down whatever size is desired.

The firms that sell this product generally provide the bagging device free for certain quantity size orders. To help you compare your costs, these rolls in the New York market are about \$25 each. The small size gives 1,400 bags, the 36-inch length produces 1,000 bags, while there are 600 bags in the rolls perforated at 54-inch lengths.

Then there are the machines that use continuous-length poly. These devices cut and heat-seal the top of the tube poly after it has been drawn over the garment to the desired length. Generally speaking, the baggers cost around \$300 to \$400, and they are also available on a rental basis. The rolls for these machines sell for about \$4 or \$5

less than the rolls that are already perforated. Individual plant conditions will determine the choice.

Blanket Packaging

The household department needs good packaging, too. Many plants use ordinary kraft wrapping paper which gives adequate protection but doesn't do a merchandising job. Printed paper is much better. Then, too, poly or cellophane is extremely effective, with comparative costs about the same as those described for bags. Some plants use boxes, but the plastics have the best consumer acceptance, with less expense for the plant.

Wedding Gown Packaging Costs

Prices for the special boxes for wedding gowns are determined by the quantities ordered by a plant. In moderate amounts, say up to a dozen, they can be purchased for around \$5. Such containers have a transparent top, for peeking, plus a cardboard top for complete protection.

Here's Your Opportunity to Leave A

First dry cleaners to take on the original Sanitone Charge System zipped ahead of the pack like a jet liner racing a Piper Cub. In Sanitone 30-90 you have a great new detergent at least that far ahead of present competitive products. Right there lies your big chance to equal or surpass the spectacular success of the first Sanitone licensees. Don't let it slip through your fingers!

The whole trade remembers what happened when Sanitone's patents expired. Everybody wanted to get into the charge system act and the stampede continued until just about everybody had done so. Anticipating this trend over five years ago, the Sanitone Division asked Emery researchers to develop an entirely new kind of

detergent combining in one product better detergency, simpler procedures, brighter colors, and an effective fabric finish.

A big order! But the researchers had also foreseen the coming need. Enough work had already been done, so that research believed all objectives could be achieved early in 1958.

For more than five years, it was the best-kept secret in dry cleaning history. Now, 1958 is here and so is the promised new detergent...Sanitone 30-90. Right now, too, is the one perfect time to get going with Sanitone 30-90, to let the smashing impact of Sanitone's great new advance help you gain a dramatic increase in sales.

30-90 Proved Incomparably Better by Daily Use in Plants Like Your Own

The testing stage is long past for Sanitone 30-90. What you read here is a factual report of what Sanitone 30-90 has done and is doing for practical dry cleaners who have used it for over a year. Daily use has shown them that

Sanitone 30-90 does much more than just get clothes cleaner than they have ever been cleaned before. It also insures faster production, smoother production, better quality...more to sell! It will do the same for you.



Cleans Visibly Cleaner

Sensitive laboratory instruments proved it first. Now we hear it from plant after plant, "Sanitone 30-90 gets clothes so much cleaner we can see the difference."



Don't Pre-dry Woolens

Because less water has been made to do more work, woolens need not be pre-dried. Hence, no extra drying capacity is needed to handle the new Sanitone Process.



No
CLAS
Sanit
loads,
better
mies v



Sp

With
easier
are b
face,
flicke

ALL Competitors Far, Far Behind!



No More Static Problem

CLASSIFYING REDUCED TO A MINIMUM
Sanitone 30-90 works faster; you run bigger loads, lights and darks together. That means better use of equipment and many other economies with no sacrifice of quality.



Finer Finish at Lower Cost

Thanks to its "built-in" Soft Set® Finish, Sanitone 30-90 gives pressing the biggest boost it has ever had. It's much faster and easier. Even inexperienced pressers find it easy to do superior work; costs are lower. This finer finish is easy for the customer to see! Wrinkles due to crushing in bags on racks, or in closets at home, fall out easily.



Spotting Time and Work Drastically Reduced

With Sanitone 30-90, spotting is unbelievably easier and faster. Even those spots which remain are broken up and stand out on the fabric's surface, making removal a breeze. Many are simply picked off.

GET ALL THE COST-CUTTING FACTS

Sanitone 30-90 actually costs you less to use than any other detergent because it does so much more. Ask to see the novel work-sheet test which will prove to your satisfaction that 30-90 doesn't cost...IT PAYS! No obligation. Just mail the coupon.

SANITONE Dry Cleaning Service

A Division of Emery Industries, Inc.
Carew Tower, Cincinnati 2, Ohio

SANITONE...30-90
Emery Industries, Inc.,
Carew Tower, Cincinnati 2, Ohio

I want to see your work-sheet test and other proof that Sanitone 30-90 doesn't cost...IT PAYS.

Name

Address

City State

**Crowning
Five Years
of
Exhaustive
Research...**



**AN ENTIRELY NEW CONCEPT
OF DRY CLEANING...**

SANITONE[®] 30-90



The greatest thing that has happened to dry cleaning since Sanitone introduced the original charge system. Now, with that system universally accepted...AND IMITATED...Sanitone takes another giant stride forward. Sanitone 30-90 is designed for 1% charge operations using the Sanitone humidifier—no conductivity or relative humidity devices are needed or recommended, no extra rinses, no costly complications of any kind.

(Read more about Sanitone 30-90 on next page)

**A dramatic advance in
dry cleaning technology...
SANITONE[®] 30-90
does a better job
4 important ways!**



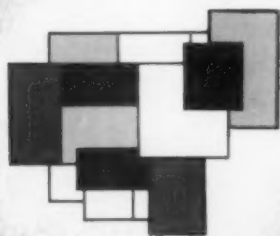
**1 Makes Less Moisture
Do More Work**

Top soil removal with minimum moisture...smoother, cleaner garments with less disturbance of today's important fabric sizings and finishes.



**2 Far Less Classification
with No Sacrifice
of Cleaning Efficiency**

Sanitone 30-90 cuts classifications to a minimum yet boosts quality of cleaning to a new high.



**3 A Revelation in
Color Renewal**

You'll see the amazing difference in the very first load. Colors actually seem deeper, brighter, richer than when new.



**4 The Only Dry Cleaning
with a Built-In Finish**

Only Sanitone 30-90 simultaneously supplies a "textile" finish as it cleans...does both jobs better than they've ever been done before.

..AND THIS IS ONLY THE BEGINNING...LOOK INSIDE...

Continued from page 16

French cuffs—just another little convenience for the customer.

The semiflat collar is gaining wide acceptance. The collars have the like-new appearance of those on the haberdasher's shelves. The shirt packages take up less room in the customers' drawers and are a boon to the traveling man. They save a lot of money on outer packaging for the plantowner, too.

Some plants, like Watkins Cleaners of Portland, Maine, use cellophane for the outer packaging. Others use plain kraft bags. As on garment bags, the transparent package seems to have an edge over the brown kraft unprinted bag. But the real winner is the printed bag.

The new method of sealing shirt packages, which also doubles as a convenient carrying handle, can now be done with transparent cellophane. Star Launderers and Cleaners of St. Paul, Minneapolis, states that the changeover to this type of sealing has eliminated one full-time employee in its packaging department.

Among other advantages cited was this important one. The plant formerly used glued-back paper tape. The operators had to take extra time to make sure they did not cover the customer's name and address on the invoice which was also affixed to the package with the tape. Now the transparent cellophane eliminates that worry.

Customers generally seem to favor a "hard" package. That is, one that gives full protection to the shirts, such as a cardboard shell inside the bag. Other plants, like Sno-White Laundry and Cleaners of Colorado Springs, Colorado, use boxes.

Capitol Laundry and Cleaners in Denver, Colorado, uses a special pre-marked strip tag for marking. There are seven tags per strip. Those unused on a given order are pinned to the invoice. If there are four shirts, then three tags are on the ticket. The waterfast paper tags are placed through the bottom buttonhole of the shirt for quick identification after folding. The plant feels this method satisfies those finicky customers who dislike visible marks on their shirts.

Drapes need decorator fold

While this is really a finishing technique, appearance and packaging go hand in hand. This professional finish, plus the use of a paper band holding the drape together, makes a hit with the housewife.

The new machines on the market enable almost any plant to turn out top quality work. One plant, City-

Continued on page 24

you can't afford to gamble on your COMPRESSED AIR SUPPLY



DEPEND ON



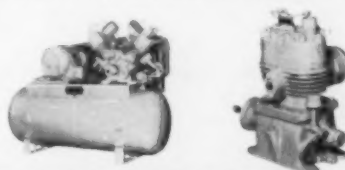
AIR COMPRESSORS

Whether you manufacture or use dry cleaning and laundry equipment, you'll be mighty interested in the new Brunner 1½ to 20 H.P. air compressors, designed specifically for you.

Your demand for air is constant . . . constant supply even at maximum usage. That's exactly what the new Brunner compressors give you . . . with guaranteed dependability. Particularly important to you is the new Brunner constant speed unloader arrangement that eliminates costly "stop-start" operation. Compressor design changes insure clean air delivery.

Write for compressor recommendations in Dry Cleaning & Laundry use.

**IF YOU USE AIR,
YOU'LL DO BETTER
WITH BRUNNER**



BRUNNER DIVISION

DUNHAM-BUSH, INC.

UTICA, NEW YORK



Bag more business
with stabilized
PERCHLORETHYLENE
in the **BIG NEW**
DIAMOND drum

Dry cleaning that looks cleaner, feels cleaner, smells cleaner is the kind that builds business and brings customers back—week after week.

To insure quality cleaning results, every time, try **DIAMOND perchlorethylene**. It contains a remarkable stabilizing agent that enables you to distill and re-use this superior solvent repeatedly with minimum loss.

Order a big, new **DIAMOND drum** today. It has a bright, new design on the outside—high-quality **DIAMOND perchlorethylene** on the inside . . . a big 52½ gallons in every drum . . . at the lowest possible initial cost.

Ask your **DIAMOND Distributor** for this superior solvent. Or write **DIAMOND ALKALI COMPANY**, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

LOWERS OVERHEAD

*yet increases
production!*



WEL 40

40 pounds capacity

HAMMOND LAUNDRY WASHER-EXTRACTOR

This brilliantly engineered Hammond Washer-Extractor really works like a combination should. It steps up production, yet because of time and labor savings, it actually lowers overhead. Stainless steel construction reversing washing action maximum extracting performance . . . features that prove the Hammond Washer-Extractor delivers more, at less cost, than any other combination on the market.

FEATURING

- OPEN POCKET CONSTRUCTION
- VIBRATION FREE
- COMPLETELY AUTOMATIC UNIT
- ONLY ONE MOTOR REQUIRED

For complete details, see your nearest Hammond distributor or write direct to factory.



hammond

LAUNDRY-CLEANING MACHINERY COMPANY

HAMMOND BUILDING

WACO, TEXAS



Packaging Promotes Wedding Gown Business . . .

EVERY BRIDE likes to take her wedding dress out of storage to show friends or to remember the romance of that special day. Capitalizing on this idea Darko and Sons, Indianapolis, Indiana, recently introduced a new service especially designed for brides.

Heavy-duty white gift boxes—with an extra special feature—

are being offered by the plant to promote cleaning of wedding gowns.

A transparent heavy plastic inner lid is sealed in place after the wedding gown has been cleaned and packed in tissue paper. The airtight transparent cover keeps dirt and dust from sifting onto the delicate fabric and helps pro-

long the life of the cherished garment. The wedding gown can be displayed without taking the garment out of the attractive container.

The storage box is made of moire-type coated paper. It measures 9½ inches deep, 18½ inches wide and 30¾ inches long, providing perfect storage for even the most elaborate gown. The inscriptions "Your Gown" and "Heirloomed Cleaned by Darko and Sons" are imprinted in gold letters on the box. An outlined space is left vacant for printing the name of the bride. A blue bow adds a delicate touch to the package.

The box and inner lid sell for \$5. Stock was purchased from a local source that designed the package at the request of the plant-owners.

Darko has contacted leading department stores and women's specialty shops in the city to acquaint the buyers with the new packaging idea. Buyers are being encouraged to tell their customers about the storage box for wedding gowns available at the drycleaning plant.

Continued from page 21

Elite Laundry and Cleaners of Denver, Colorado, reports that its drapery volume has increased 80 percent since the installation of such equipment. As a matter of fact, it now cleans drapes by appointment and is booked weeks in advance, in spite of the fact that the machine turns out work faster than could be done formerly on conventional drycleaning presses.

There are a couple of drapery manufacturers in town who send over new drapes for blocking. You can guess what cleaner they recommend when they talk to their drapery customers. The fact that the drapes retain their length is a potent selling weapon.

Packaging of specialty items

While sweaters are not actually a specialty item, they deserve mention here because they do require packaging other than being hung over a wire hanger. Packaging in a plastic envelope adds to their appearance. It also prevents the garment from sagging out of shape. The same technique should be used on knit dresses. The clear bag also enables the wearer to make quick identification of the right garment for the specific occasion.

Ties, too, look best when packaged on the small cardboard hangers made

for them, then placed in a clear envelope. Smart cleaners push such specialties in the off seasons to augment their volume. And packaging plays an important part in repeat business. The same goes for gloves, hats and similar items.

The NID plant at Silver Spring, Maryland, does a nice glove volume. Part of this can be attributed to the neat plastic envelope in which the gloves are returned to the customer. Similarly, hats are best returned in their proper package, a hat box.

And this bears repeating. In every case, the package should be distinctive and carry a printed message.

Remove those tags

One of the biggest customer complaints is having to tear out those stubborn staples holding marking tags. An article earlier this year in one of the women's magazines discussed the inconvenience, physical danger and nuisance caused by removing staples. The article talked about snagged garments, broken fingernails and general annoyance to the housewives.

The rare cases when having the tag still on the garment helps to straighten out a problem are more than offset by the thousands of displeased customers who will wait until they abso-

lutely have to send a garment to the cleaner because of this nuisance. If you feel the tag must remain with the garment, it should at least be removed and put into a pocket.

The finest finishing and cleaning job, perfectly packaged, can be offset by the breaking of a fingernail by the irate lady as she removes that pesky marking-tag staple.

Button tags, stuffers and matches

As we all know, drycleaning is not an impulse purchase. The housewife or her husband visits the supermarket and generally winds up with two or three things not on the shopping list. Not so with cleaning. It is usually well preplanned. That is, unless a suggestive selling job is done by the plant.

That's the reason for any advertising. Your best source of extra business is your present customer list. And an excellent way to pinpoint your advertising to those people is through button tags, bundle enclosures and book matches.

Tags and enclosures can tell the housewife about your special services: waterproofing, cotton sizing, household cleaning and those other extras that bring added dollars to your cash register.

Continued on page 26



Now, spot by **COLOR**

with
CALED'S

Selecta-Spot

Color-Code SPOTTING METHOD



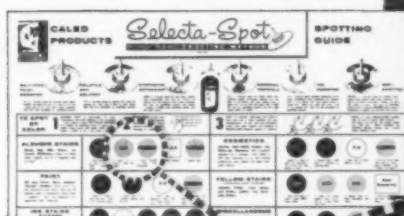
REVOLUTIONARY NEW FOOLPROOF SYSTEM

anyone can do

PROFESSIONAL SPOTTING

with only 6 color-code spotters

and *Selecta-Spot* chart



OILY-TYPE
PAINT
REMOVER
(red)



VOLATILE
DRY
SOLVENT
(white)



SYNTHETIC
DETERGENT
(blue)



GENERAL
FORMULA
(yellow)



INK
REMOVER
(green)



WET
SPOTTER
(orange)

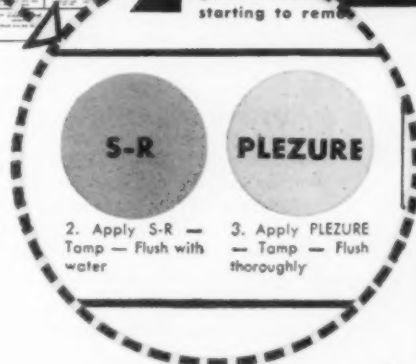
JUST FOLLOW THESE 3 SIMPLE STEPS

1 EXAMINE SPOT to determine its type. If there is any question, test color fastness by applying drop of agent to inside seam and press with clean white blotting paper or cloth to see if any color is affected.

2 CHECK CHART to find spot . . . It may be listed among sub-classifications. Read general directions before starting to remove spot.

3 SPOT BY COLOR, following the colored discs from left to right opposite spot classification. Be sure to read directions under each color.

That's all there is to it! Albumin stains, paints, inks, cosmetics, yellow stains, ketchup, shoe polish, grass stains . . . almost any stain you get in your plant is removed faster, easier and safer with Caled's Color-Code Spotting Method.



S-R

PLEZURE

2. Apply S-R — Tamp — Flush with water

3. Apply PLEZURE — Tamp — Flush thoroughly

ONE PACKAGE CONTAINS ALL YOU NEED!

Here's all the spotter needs, wrapped up in one easy-to-use method that lets you go after any spot with a brush in one hand and one of only six shaker bottles in the other. When you buy Selecta-Spot, you get the works . . . ready to go with one all-inclusive kit . . . and at a price low enough for you to have one at every spotting board next week.

HERE'S WHAT YOU GET IN EACH KIT! JUST OPEN IT, HANG THE CHART, FILL THE BOTTLES AND GO!

- 6 Color-Code Spotting Bottles with colored spout caps
- Complete Direction Folders
- Spotting Guide in matching colors on tough plastic (full 17" x 11")
- 1 Gallon each of R-X, P-R and ZUDS CONCENTRATE
- 12 Ounces each of S-R CONCENTRATE, I-R and PLEZURE CONCENTRATE

GET THE EDGE ON YOUR COMPETITION in spotting speed and spotting quality. Give us the word today to rush enough Selecta-Spot Kits for each spotting board, or ask us to arrange a demonstration of Selecta-Spot. FOR FASTEST SERVICE, write direct to DEPARTMENT NC4.



Copyright 1958 Caled Products Co., Inc.



CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND



Show the Customer You Care . . .

ADAPTABILITY and convenience are evident in the packaging now being used by Ace Laundry and Drycleaning, Rockford, Illinois.

The plant uses a heavy coated glossy paper bag—illustrating a point that top-quality packaging material is one way to build prestige and reflect the status of work done by the plant.

To make it more convenient for customers to see the contents of the package a small perforated opening was designed on each bag. The see-through opening, labeled "Push to Peek," was added at the upper left shoulder on the front and the back of each paper bag. Through it customers

can identify each garment without removing or tearing the paper.

Co-owners John Stroum and Lon Wernick chose a bright pink color for the paper bags. Harmonizing shades of brown letters are used to identify the plant name, address and telephone number. The same color scheme is carried out in the flooring, wallpaper and counters in the call office at the plant.

The plantowners report that customers like this added feature on the bag especially when garments are stored in the closet.

These paper bags cost a little over \$32 per 1,000 for the 36-inch bag and \$45 per 1,000 for the 54-inch length.

Continued from page 24

Book matches always work well for plants that use them. It is good to pass these out at the counters but they can be more effectively used. Many top plants around the country insert matches in the coat pockets of men's and ladies' suits. It's a subtle way of showing a personal interest in your customers. Dr. Dichter's report tells us this is one of the most important motivations our customers respond to in our dealings with them.

Do you use guards on hangers?

Perhaps to many this may seem like an insignificant thing, but in quality drycleaning it's the little things that

count. Hangers can be all-important. For example, Hanneck's Cleaners in Denver uses extra large hangers for garments for big men. Many have commented that now they get their suits back perfectly draped, instead of being pinched together on conventional hangers.

Trousers should all have a guard to prevent the cross crease in the legs caused by hanging. Dresses should be put on covered hangers. As pointed out before, the NID plant uses foam rubber across the hanger top on dresses with low-cut necklines. The same thing can be accomplished with cellophane tape.

Special drapery hangers are welcomed by the housewife, too. It lends

an air of professionalism to your work to have the right tool for the job, instead of something makeshift. The customer wants you to be her expert.

Promote box storage

Here is a perfect example of packaging selling a service. The box in itself does the selling. Cleaners have for years pushed summer storage of woollens. The box is the catalyst that motivates the housewife to avail herself of the service. The more she can stuff into the box for four or five dollars, the prouder she is. Most have found it a tremendous business builder—all thanks to the box, or package.

Continued on page 30

Shirt Packaging Trends . . .

A RECENT SURVEY conducted by the California Laundry and Linen Supply Association indicates that the conventional shirt board is on the way out. This organization's report states that of the 76 plants surveyed only 26.31 percent still use the old chipboard and some of these plan to drop it soon.

There are 51.31 percent using individual shirt envelopes, divided about half in half between poly and cellophane. The old glassine bag is just about out, and cellophane is on the wane, it was stated. Of the plants reporting, 21.05 percent use an individual shirt package rather than an envelope; a one-piece board and collar support that folds around the shirt.

The survey showed 61.84 percent of the plants use some form of collar support. The semiflat collar is used by better than 17 percent of the plants. One

plant reported that it packaged four shirts in a 2-inch box.

For packaging four shirts to a bundle, 36.84 percent of the plants use boxes. These range from plain chipboard to fine printed jobs and even boxes with cellophane windows on the lid. Some 14.47 percent of the plants use a transparent wrap for shirts, either poly or cellophane.

The costs for packaging have a wide spread. Based on four shirts per bundle at maximum quantity purchases, the low figure was 35 cents per 100 shirts. In this case only a plain shirt band and paper package wrap were used. The high figure was \$2.90 and involved the use of an anticrush collar support, a poly individual shirt board and a box.

While the cost figures may vary in different parts of the country because of freight rates, the trends in types of packaging are undoubtedly indicative of what is happening in the other 47 states.

THE SWING IS TO SNA-PON

TROUSER GUARDS



- Snaps on any Standard Hanger
- Heavy Construction Assures Rigidity
- Tubular Shape Holds Firm
- Just Slide on and Press Down

Snow White Sna-Pon Trousler Guards are 50% easier to thread, 50% easier to handle, and 100% longer lasting than the average trouser guard. Tubular shape resists buckling and damage — Sna-Pon will not break down under weight of trouser regardless of service in closet. Try them — learn the difference.

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please

SNA-PON... STAYS ON
Approximately 1/2" round — packed 2500 to carton. Carton size is 25" x 16 1/2" x 16 3/4". Shipping weight 36 1/2 lbs.



TILLERY CONTAINER CORPORATION

6000 WILSON AVE.

KANSAS CITY 23, MISSOURI

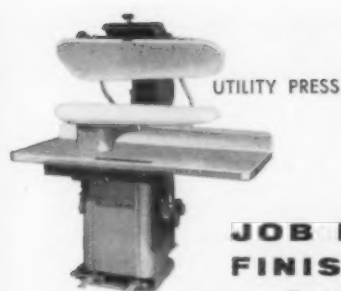
Sna-Pon Guards, ® Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1950)

Fast, Low Cost Utility Press utilizes just one air chamber to control every operation. Has fast up-steam, free-flow vacuum, constant steam diffusion, textured surface top plate, 38", 42" and 45" sizes.



Finishing department output





UTILITY PRESS



FABRIC HEAD FINISHER



FABRIC HEAD TOPPER

AUTOMATIC FORM FINISHER



MUSHROOM PRESS



COMBINATION OR SINGLE PUFF SETS



SPOTTING AND FINISHING BOARDS



SPOTTING GUNS

JOB PROVED FINISHING EQUIPMENT

Full Line — Fast — Low Cost

is 50% greater!

Nothing compares with MANITOWOC says Anthony DiBiase, Owner Bell-Hop Fine Cleaners, Jackson Heights, N. Y.

Complete satisfaction with a Manitowoc Perchlor dry cleaning system (not one breakdown in 4 years' operation) persuaded Mr. DiBiase to install three units of Manitowoc finishing equipment in his shop. Although he has been in the same location for 10 years, DiBiase claims that good volume really started with the introduction of the Manitowoc machine 4 years ago. And the new finishing equipment has proved to be just as much of a profit-builder.

Bell-Hop Fine Cleaners has a fast, easy-operating UTILITY AIR-PRESS which turns out 50% more perfectly pressed garments per hour than the old press could handle. "It's an excellent press for beginners," says Mr. DiBiase. "Anyone can handle it...the exact amount of buck pressure is controlled by finger tip, assuring a contour finish without sacrifice of quality. An operator can work all day

without fatigue...and he turns out better looking garments.

"Our automatic Manitowoc steam-air form finisher used with an adjustable puffer brings out the perfect contour of a garment, and gives it a shineless, impression-free texture. The form finisher has adjustable air control, a pressure type blower and separate hip, waist and bottom size controls. Numerous steam vents in the polished aluminum puffer head can puff out a shoulder like nothing else can...producing a uniform, shineless finish every time.

"Even with constant 80 lb. steam pressure all day long, we have had no trouble with the Manitowoc finishing units," DiBiase concluded. "Best of all, our quality control has improved and we're finishing up to 35 sack coats and garments per hour...a 50% increase!"

Manitowoc

A Complete Line of
DRY CLEANING and
FINISHING SYSTEMS



MANITOWOC ENGINEERING CORP., Dept. MRS -2
Manitowoc, Wisconsin

Please send full information without further obligation:

- ☐ Finishing Equipment
- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers ☐ Stills ☐ Filters

Name

Address

City Zone State

Check List for Call Offices

	Yes	No
Offices should be attractive		
Do you practice good housekeeping?	_____	_____
Is your call office attractively painted?	_____	_____
Is it well lighted?	_____	_____
Do you have radio, TV or piped music?	_____	_____
Do you have plantings or flowers?	_____	_____
Is the exterior attractively painted?	_____	_____
Is the exterior well equipped with signs?	_____	_____
Do you have pictures or mirrors?	_____	_____
Do you have fresh, attractive window displays? ..	_____	_____
Offices should be convenient		
Do you have ample parking space?	_____	_____
Do you have a drive-in window?	_____	_____
Do you have carhops?	_____	_____
Across-the-street pickup in rush hours?	_____	_____
Are your doors automatic?	_____	_____
Have you tried "self-service"?	_____	_____
Do you use conveyor storage racks?	_____	_____
Can you serve a customer in one minute?	_____	_____
Offices should depict professional service		
Do you issue receipts?	_____	_____
Do you use bags for soiled incoming work?	_____	_____
Do you display organization membership plaques? ..	_____	_____
Is your personnel uniformed?	_____	_____
Do you display fabric pamphlets?	_____	_____
Can your customers use "Focus on Fabrics"?	_____	_____
Customers like the excitement of production		
Can they see production at the main plant?	_____	_____
Do you have plant tours?	_____	_____
Are your branch stores activated?	_____	_____
Salespeople must be personable		
Do they remember customers' names?	_____	_____
Do they smile?	_____	_____
Do they say "thank you"?	_____	_____
Do they "sell up"?	_____	_____



Continued from page 26

Pickup-and-Delivery in Call Offices

Just like the package itself, the call office makes definite impressions on the housewife. Whether these are good ones or bad is especially important in pickup-and-delivery business. She has the option of going elsewhere, and there is little you can do about it. A route salesman has a chance to at least talk to her and try to mollify her discontent.

Her decision to go elsewhere can be for many reasons beside quality of work. That subject will be covered in subsequent issues. Here we are only concerned with certain physical aspects of the call office that affect the customer.

Check the questionnaire at the left. For any questions that come up with a negative answer in your plant, you may find help in the text that follows. Some ideas may be impractical because of location or limited available property. But the suggestions can fit into your future planning.

Others will be easily adaptable to your present situation. On these, do it NOW.

Offices should be attractive

It is no accident that the first question under this heading involved housekeeping. The most elaborate edifice can look humdrum in a matter of weeks. Conversely, the most humble call office can be inviting after years of operation.

If the paint is fresh appearing, outside and in, the battle is half won. Windows should be washed regularly, too. After all, we are selling cleanliness. An immaculate office conveys that impression to the customer. A car dealer rides in his nicest model. The clothing salesman is always well groomed.

Even the smallest operator can afford a pail, bar of soap and a broom. How many call offices have you entered only to find empty hanger boxes gathering lint and debris like the barnacles on a ship? And counters littered with paper scraps, clips and pins, and worse yet, piles of garments on the counters and floors in full view of the customers!

Continued on page 32

4 New call office of Meader's Cleaners in Palo Alto, California, is elegantly appointed. Wrought-iron fence is gold-colored. Office colors are white, gold and beige. Note wall-to-wall carpeting on floor and ramp. Mannequins help produce effect of ultra-exclusive dress shop



**Southern Advance is first
on the scene
with brand new PAPER-VUE**

**...The paper-plastic garment bag
that serves 2-ways better!**

First of the major paper mills to offer you new customer-convenience, Southern Advance scores another first in a brand new field. Paper-Vue combines the breathing properties of paper with the see-thru qualities of plastic. They both serve better together, and they both get together in a wonderful way! Clothes are protected from mildew, soiling and fading — and they keep their shape just right.

The printing is better, more cleanly defined. And the selling is better, because each customer is served twice as well. *Call your Southern Advance jobber for new Paper-Vue today!*



wrap up your
reputation
with Advance!

SOUTHERN ADVANCE BAG OPERATION

CONTINENTAL © CAN COMPANY

530 Fifth Avenue, New York 36, N. Y.



Good housekeeping starts in the boss's office. Tasteful surroundings of Herman Jansen, Vogue Cleaners at Salt Lake City, Utah, are kept clean by nightly janitor service which also takes care of firm's call offices and three plants



Drive-in windows are just another way to make it easy for the customers to do business with their drycleaner

Continued from page 30

Yes, neatness is inexpensive; carelessness can cost real money in lost patronage. A spic-and-span plant, well lighted, can spell the difference between growth and failure. Any power company will be glad to help you devise a good lighting job that will not cost any more than an inferior one.

Dr. Dichter tells us that people like excitement in a plant. Witness the "sidewalk superintendents" while a construction job is in progress. Commotion or activity appeals to one of our hidden, basic drives. We will get into that on activated plants presently, but one way of providing this in even a pickup station is entertainment.

A simple portable radio can help. A television can be used effectively in some areas; for metropolitan centers music that is piped into the plant and call offices works well. Some plants create excitement by displaying animals. Birk-Fellinger in Chicago uses a bird cage for this purpose. Others will use rabbits at Easter time. I have seen such displays where one cage contains a black rabbit, the other a white one to depict the before and after effect of good cleaning.

Plantings in window boxes or weekly displays of flower arrangements on the counter add to the attractiveness of branch and plant offices, too. Many florists are glad to

cooperate by offering these displays at their cost for the free publicity they receive.

Signs are important, too. Here a plantowner can run the gamut, but again, a small operator can get along nicely with a neatly painted inexpensive sign without lights. The well-heeled operator can go all out with fancy, lighted displays. Whichever suits your budget, please be sure they are well maintained.

Something any plantowner can do is add to the beauty of his office with some pictures and possibly a full-length mirror. People are buying attractiveness from us. It is the smart owner who gives his patrons a chance to see how they look. We all enjoy a look at our favorite person, ourselves.

Good window displays are not necessarily costly, either. Most communities have professional window display people who do this work at relatively little cost. Then, too, local clothing merchants generally offer garments and even mannequins for a plug for their store. Coronis Cleaners in Nashua, New Hampshire, has done this with local merchants for years.

Be sure that the windows are clean, and that area is free of dirty garments and bundles. A smart window tells the housewife we are experts.

Offices should be convenient

That location is a motivating factor is apparent to many cleaners who

Continued on page 36



This plant offers self-service at the customer's option

You'll be
ahead with
these
Warco Products.



SILA-HAND

Protective Industrial Hand Cream. Recommended for all persons who work with chemical solutions. Contains Silicone which forms a protective shield resisting penetration of chemicals. Also contains Lanolin which replaces the natural body oils. 8 ounce jars or case of 24

TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



ALL-COLOR BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.

PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.

SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 6.

G and P REMOVER

Warco grease and paint remover is soluble in cold water. Paints, tars and oils are gone in a flash. G and P removes paint from automobiles. Widely used in dry-cleaning and laundry plants. By the gallon or case of 6 or 30 gallon drums.



SEND FOR OUR
FULL LINE BROCHURE

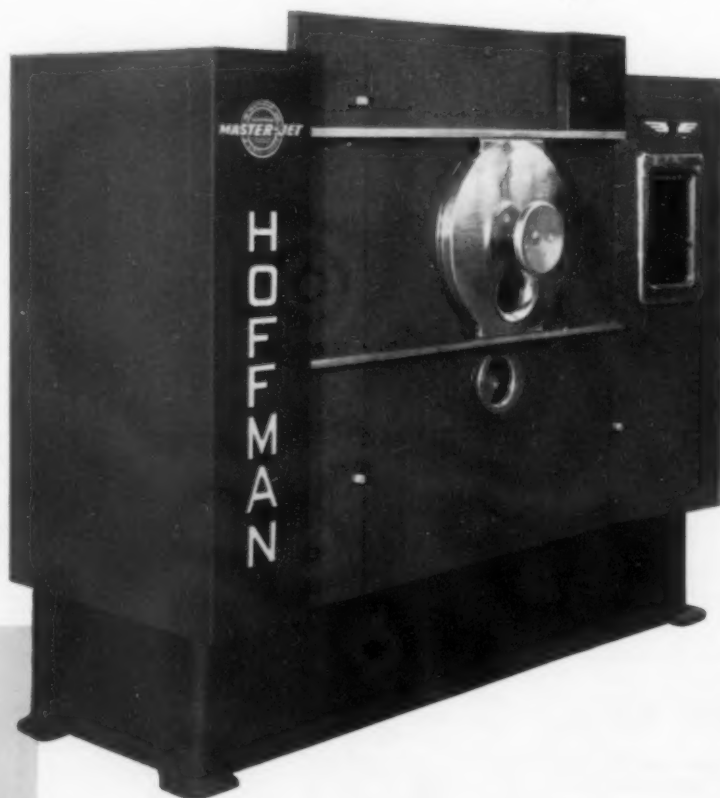
ORDER FROM
YOUR JOBBER TODAY



Announcing the

Hoffman MASTER-JET

"Cold" perchlorethylene unit. Single or 2-bath washing and extracting, 40 to 50-lb. load capacity. 36" open-pocket cylinder. 600 RPM extraction. Complete with filter, solvent piping and exclusive CTC.



Team the Hoffman MASTER-JET with the new Hoffman Vaposaver. Combination drying tumbler and solvent reclaimer for use with perchlorethylene units. Fast condensation system recovers solvent completely in built-in tank. 40 to 50-lb. capacity.

Here's the new standard of comparison in drycleaning equipment.

Take a good look at the new Hoffman MASTER-JET . . . compare it with anything else on the market . . . check CTC—available only with the MASTER-JET. Feature for feature . . . price for price . . . capacity for capacity . . . you can't beat it.

Call your local distributor for details . . . and for help in planning a profitable future in serving your customers with MASTER-JET cleaning. It's the 1958 answer to your years-ahead requirements.

*CTC—"Clear Through Cleaning"—is assured by the *exclusive* Jet Balancing design which features open-pocket deep rib cylinder . . . full free drop with each revolution . . . constant balance in the extraction cycle.

new leader in quality drycleaning

the all-new
HOFFMAN



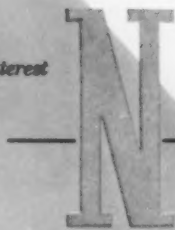
DRYCLEANING UNIT

*with exclusive CTC **

Streamlined . . . compact . . . efficient . . .

Master Quality Cleaning with high profit return

A satisfied customer is our first interest



NICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.



Candy dispenser in call office goes over big with the youngsters

Continued from page 32

have opened plants in the first available spot, without much forethought. Somehow the branch or package plant doesn't reach expected volume, and the main reason is that it isn't convenient for the customer.

Traffic patterns should be studied; the neighborhood should be surveyed before starting a new venture. Many allied tradesmen are well qualified to help the cleaner in this work. Some cleaners have been very successful by locating near leading chain grocery stores, preferably about a block away. They know that the supermarket people have studied that area carefully before erecting their building.

There is more to convenience than just a handy location. We should do everything possible to make it *easy* for the housewife. Where possible provide off-street parking. A few years ago

Shea, Inc., of Boston, Massachusetts, purchased expensive property adjacent to one of its plants. It razed the building that stood there just to provide parking. Of course this isn't always feasible, but it does show how important smart operators consider parking facilities.

The same thing goes for drive-in windows. Those plants using them find the customers really like to use the service. Ternigan Cleaners in Mount Rainier, Maryland, had its front parking area taken by the city for a street-widening project. But there was ample room behind the



These pennies build dollars of goodwill

plant, which adjoins a huge shopping-center parking lot. A drive-in window was installed, in effect turning the back of the plant into a new front. And volume continues to grow.

Another convenience is the use of carhops. Muir's Laundry and Cleaners, Worcester, Massachusetts, takes care of 90 percent of its customers at the plant in this manner. At the main-plant store of Acme Laundry and Cleaners in El Paso, the driveway is equipped with a covering canopy. There are islands, similar to those found at gasoline service stations, and attendants work right from the islands. They phone the pickup into the storage room by intercom and the customer never has to leave the car.

Some plants find they are located on the left-hand side of the street for morning rush-hour traffic. So they set up a temporary pickup station across the street which is manned for an hour or two. One plant doing this is Walker, Inc., of Omaha, Nebraska.

Progressive plantowners have taken a cue from the supermarket operators and use automatic doors. This is especially appreciated by the housewife laden with a large drycleaning bundle and shirts.

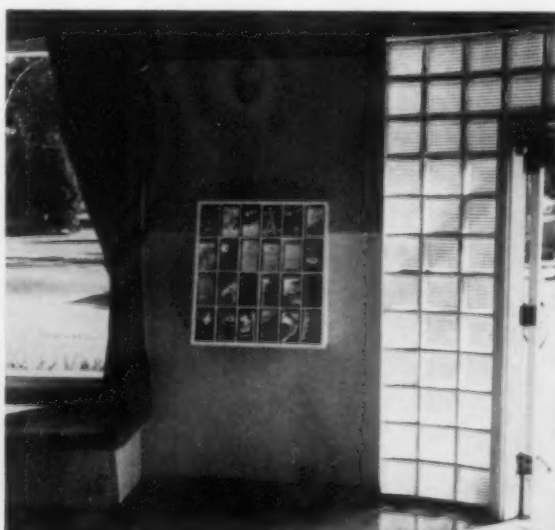
Here is another supermarket technique. Plants like Star-Palace of Rochester, New York, have their call offices set up so that the customers wait on themselves when picking up their work. They check through a turnstile. Because they wait on themselves, fewer counter girls are needed.

Whether self-service or attended service is used, the new automatic conveyors make a big hit with the housewife. They impress upon her the idea that the cleaner is modern, progressive. The action of the conveyor has a definite appeal to her. In addition, it speeds up service and saves valuable floor space. Concord Cleaners

Continued on page 41



Seasonal window displays help motivate customers



Wall rack with fabric bulletins acts as silent salesman

It's here

**A New Carbon
A New Package**



Premium **DARCO®**

a new super-activated,
premium quality carbon

★ for greater purifying power

in a new easy-to-use
power pack

★ for greater convenience

... another development from DARCO—

Famous for leadership in
drycleaning solvent purification—
for over 35 years!

New

Premium DARCO®

**makes drycleaning easier—
keeps solvent cleaner—
than ever before**

Developed especially by DARCO research—for today's modern charged soap systems, whether one or two bath, which use highly concentrated and valuable detergents. Never before have drycleaners had an activated carbon that does the job like PREMIUM DARCO, at a price that gives you *all* the quality performance and convenience you're paying for.

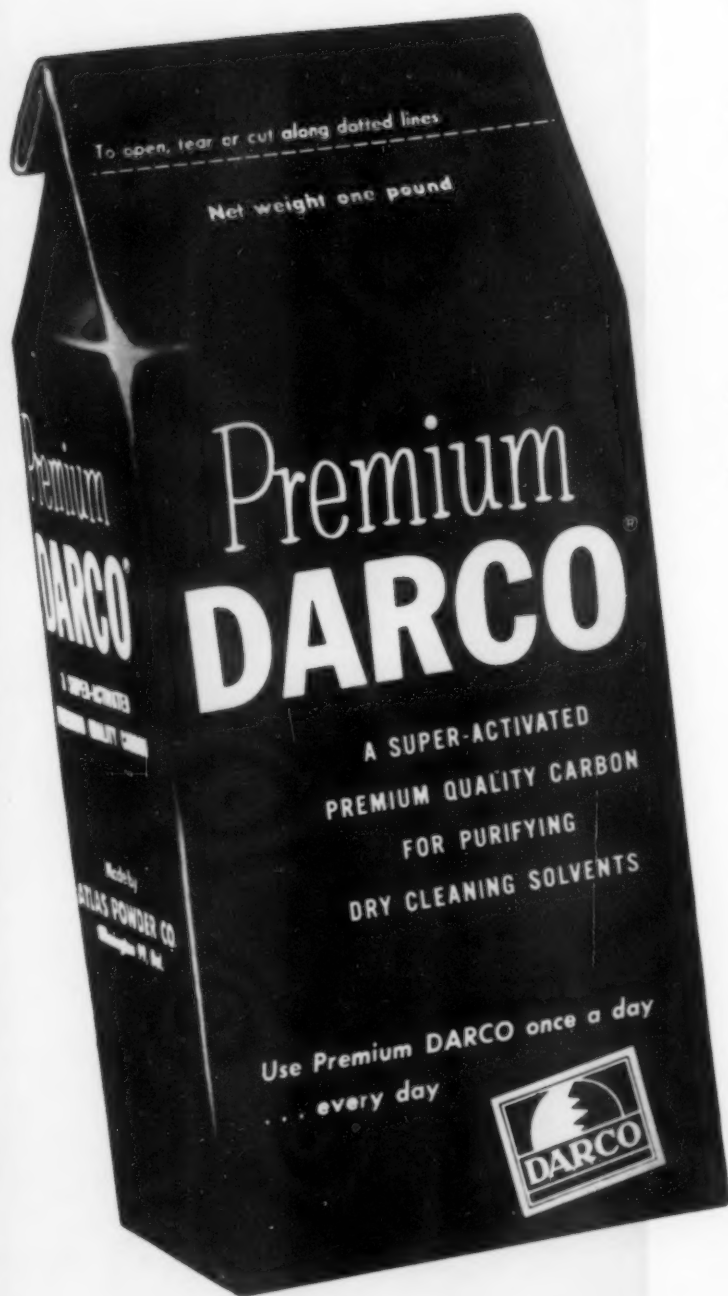
More decolorizing power than ever before to help solve the drycleaner's biggest problem—bleeding dyes and graying.

Saves your valuable soap. High density, concentrated PREMIUM DARCO reduces make-up of valuable detergent.

Saves your costly solvent. High density PREMIUM DARCO cuts your loss of costly solvent per pound of filter cake in half. And you get longer intervals between cleanouts. You'll have less filter sludge for the muck cooker per pound of work cleaned.

Reduces distillation to a minimum. One shot of PREMIUM DARCO every day keeps your solvent clean as new. It's especially valuable in charged systems using water-white or light colored detergents . . . where soil accumulation shows up immediately.

A little does a lot. PREMIUM DARCO is so powerful that you'll only need a small dosage of it daily to keep solvent clean. Follow recommended dosage and you'll get the drycleaning quality that keeps customers coming back.



*The most efficient way to remove
color
fatty acids
non-volatiles
from modern charged soap systems*

EASY TO USE

in the new

One-Pound Power Pack

- assures accurate dosage by weight with no mess and no guess.
- gives exact cost control. You know the weight you're actually using; you'll always know the cost.
- provides the right weight of carbon needed by your filter every day.
- offers easy and dust-free addition of carbon to any system.

FOLLOW THESE DOSAGE RECOMMENDATIONS EVERY DAY

FILTER SIZE gal./hr.	MINIMUM DOSAGE
1000—2000	1/2 bag
3200—5000	1 bag
5000 or more	2 bags

made by

CHEMICALS
DIVISION
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE
In Canada: Atlas Powder Company, Canada, Ltd.
Branford, Ontario, Canada

Premium DARCO®

makes quality cleaning easy

A month's trial will convince you that PREMIUM DARCO is the simplest, most effective way you've ever found to keep modern charged soap systems clean as new . . . ready to do the best cleaning job for your customers.



**ORDER YOUR PREMIUM DARCO
ONE-POUND BAGS TODAY** in
handy 50-pound cartons—from
your nearby Darco distributor.

**Famous for leadership in
drycleaning solvent purification—
for over 35 years!**

Continued from page 36
of Concord, New Hampshire, serves customers in about 20 seconds, thanks to such a device.

Offices should depict professional service

Dr. Dichter tells us that the housewife wants us to be her expert. And this involves the use of businesslike procedures. The use of receipts lets her know that her cleaner does not run a slipshod store. Her desire for security is satisfied, because she feels certain that no one else will get her garments by mistake. And what is more important to the plantowner, receipts are the first step to proper cash controls. (This subject will be covered later.)

Some plants that don't use receipts tell me that their present customers don't need them; they are all well known. That is fine for the present customers, but we need new customers, too. And they are the ones who will be impressed with businesslike procedures.

Another thing that adds to the housewife's desire for security is the practice of placing her soiled incoming garments in individual bags. She doesn't like the feeling that her precious clothes come into contact with those of other people. It lets her know that we value her business so much that she is getting a measure of personal attention.

This inexpensive procedure can be practiced by every plant. It lets the housewife know we are on her side, that we run a responsible business.

Perhaps the most damning thing a cleaner can do is to display signs in the office telling the housewife that he is not responsible. That is a direct invitation for her to buy more wash-and-wear clothes and do them at home.

Not many doctors would have patients if they displayed similar signs. In the first place, the cleaner is responsible, legally. That mere statement in a shop does not stand up in court. So it serves no purpose other than help convince the housewife that perhaps drycleaning is harmful, after all.

The proper signs to display are those of the various local, state and national associations to which you belong. This adds to the customer's feeling of assurance, just like those diplomas hanging in the doctors' offices.

Tommy Ogden, Jr., of Spitzer, the Cleaner, Richmond, Virginia, goes a step or two further on this. He also displays the diplomas of his employees who have completed various courses of the NID. Some plants have these

Continued on page 44

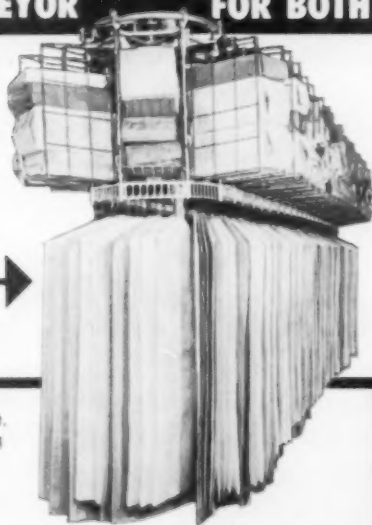
new



NOW - ONE CONVEYOR FOR BOTH

SHIRTS →
LAUNDRY OR ANY PACKAGED ORDERS

GARMENTS →



U.S. Pat.
Pending

**CALL OFFICE
CONVEYOR**

FREE!

Colorful descriptive catalogs
... gives you all the facts
at a glance. See your
"White Machine" jobber
... or mail this coupon.

WHITE MACHINE COMPANY, INC.
14th St. & Lafayette Ave., Kenilworth, N. J.

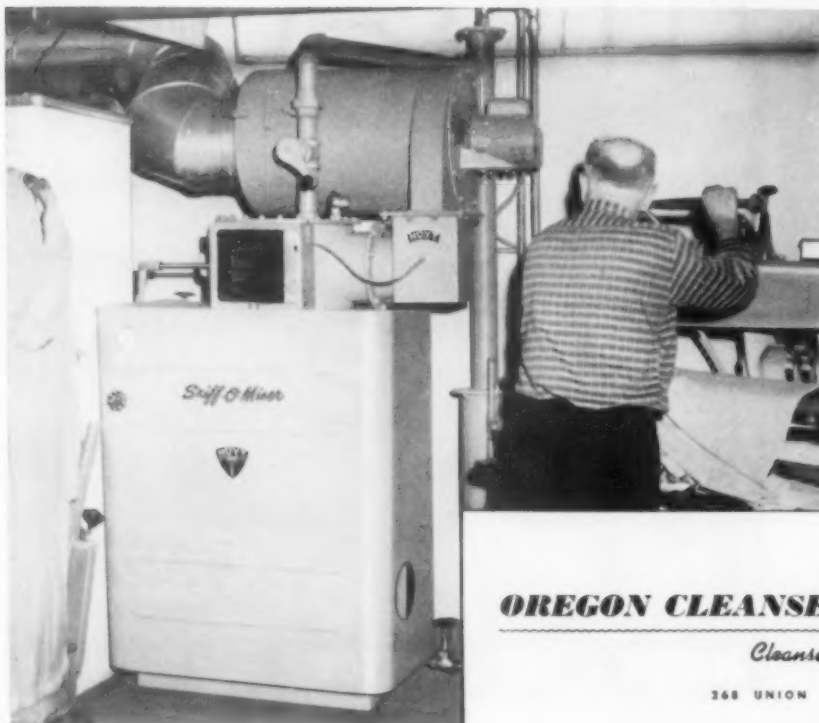
N78

Please RUSH complete information
on your Call Office Conveyors.

Firm _____
Address _____
City _____ Zone _____ State _____
Your Jobber _____

SOLVENT COSTS SLASHED UP TO

50%



"Sniff-O-Miser"

recovers valuable solvent from the air in your plant. Saves big money. Works with any perc drycleaning machine. Astounding results. Write us.

HOYT MANUFACTURING CORP.
14 FORGE ROAD
WESTPORT, MASSACHUSETTS

HOYT

OREGON CLEANSERS, INC.

1 HOUR
SERVICE
SPECIAL

Cleaners and Shirt Launderers

TELEPHONE 6-8515

268 UNION STREET • NEW BEDFORD, MASS

May 20, 1958

Laundry Machinery Specialties
30 Chestnut Street
New Bedford, Massachusetts

Gentlemen:

In reply to your inquiry, we have found that the "Sniff-O-Miser" does this for us--

1. Before we had the "Sniff-O-Miser", we used two drums of solvent every 3 weeks. Now we use two drums of solvent every 4½ weeks.
2. We get back daily between 3 and 3½ gallons of solvent.
3. No longer do we have those objectionable fumes and smells that before the use of the "Sniff-O-Miser" were often very strong -- not to mention getting rid of those sickening filter smells when cleaning it on Sunday.

Our dry cleaning operation consists of two reclaimers (not Solvo-Misers) and one 30 lb. dry cleaning machine, presses, and laundry service.

Sincerely yours,

Harry S. Friedman

Owner

Automatic Dryers, Reclaimers and Chillers

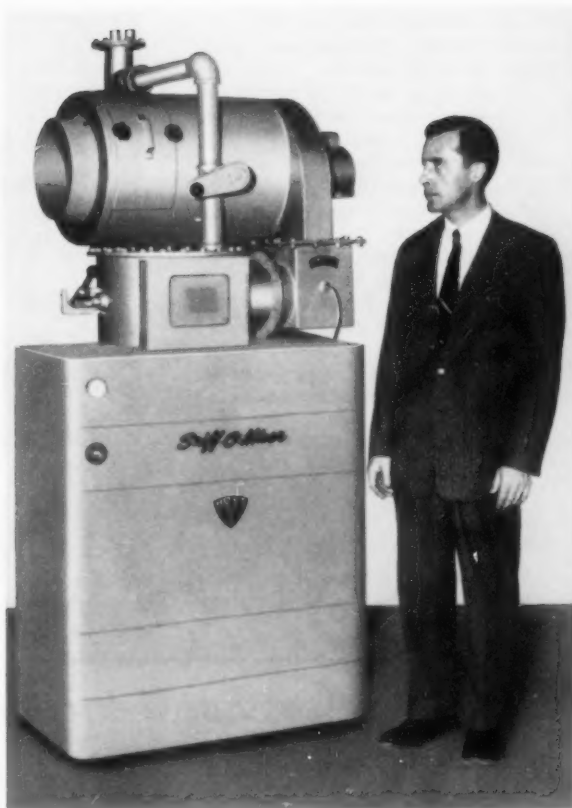
NATIONAL CLEANER & DYER

Jean Smart says:

**"GOSH—SOLVENT COSTS
SLASHED UP TO 50%!"**

HOYT *Sniff-O-Miser*

sniffs up and accumulates those solvent vapors formerly air-wasted and unreclaimable, and returns them in liquid form for reuse. Enthusiastic operators report solvent costs slashed up to 50%!



*Spectacular
Unbelievable
Amazing Results*

**"Sniff-O-Miser" works with any perk drycleaning system.
Start Slashing YOUR Solvent Costs Today!**

HOYT

Hoyt Manufacturing Corp., 14 Forge Road, Westport, Mass.

Send Sniff-O-Miser details.

Name.....

Company.....

Address.....

HOYT Automatic Dryers, Reclaimers and Chillers

Continued from page 41
events reported in their local newspapers for added impact.

Counter girls should be uniformed, too. A simple smock or apron will do the trick, and impress the customer that she is dealing with experts. Among the many plants who do this is Capital Laundry and Cleaners of Denver, Colorado.

A display of fashion magazines, folders on fabrics, and certainly Dr. Dorothy Lyle's book, "Focus on Fabrics," should be a must in any call office. Dick Lyles (no relation to Dorothy) of Red Coat Cleaners, Pueblo, Colorado, uses that book in talks before home economics classes and other groups and says it generates great interest. Between talks the book is on display on his counter.

Customers like activity

The trend of the newer plants today is to open the plant to the customers'



Portable call office serves customers motoring to city during morning rush hour

view. Generally, the "messy" operations—wetcleaning, shirt laundering and drycleaning—are confined to the back parts of the plant, out of view.

But shirt finishing and drycleaning finishing do hold a certain fascination to our patrons, as brought out in the Dichter report. Johnny-On-The-Spot

Conveyors Speed Production, Appeal to Customers

CALL-OFFICE conveyors represent one of the most significant advances in the drycleaning industry in recent years. These conveyors are a little over three years old in their present stage of development, and there are about 11 manufacturers in the field.

Conveyors can be tailor-made to fit almost any situation; they can be made to work in a straight line, at right angles or even on an inclined plane. For most call offices, a conveyor with 600 hooks works well. While prices vary slightly, depending upon the make you buy and geographical area of your plant, such a conveyor will run about \$1,400. If automatic dial controls are added, the price will be about \$400 or \$500 more. Standard controls can be either hand- or foot-operated.

A 600-hook conveyor will require space of about 32 running feet and just about 3 feet in width. Plant rental costs vary all over the lot, but let's assume the cost is \$300 per front foot per year. The call-office conveyor will save at least 2 feet of front footage space, or \$600 a year, for more productive purposes. The unit pays for itself in short order.

Certainly larger units are available, too. We cite this 600-hook size just to give you an idea of what to expect. Of course, the production gains are measurable. A more intangible but no less important consideration is the tremendous appeal the call-office conveyor has for the customer.

It is one way for you to tell your public that you are a progressive, up-to-date drycleaner.



Four conveyors provide plenty of activation at new package plant of Capital Laundry and Cleaners, Denver, Colorado. Three are for garments, the other for laundry bundles

**PROBLEM FABRICS
AND FINISHES
CLEAN BEAUTIFULLY
WITH DEODORIZED
APCO 125!**

Deodorized APCO 125 is particularly outstanding in connection with the newer and more delicate fabrics and finishes. It is especially good for silk taffetas, vicunas, cashmeres, furs, suedes, etc. It gives a soft, new feel to all finished garments. See your Stod-Sol distributor for details.

**REFINERS
OF STOD-SOL
AND 140-F.**



PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*
OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

Continued from page 44

Cleaners, Inc., of New York and Connecticut, has used this idea most effectively. People like excitement.

If you cannot arrange your plant to show this activity, there is another way to do this. That is, to conduct plant tours. There are many ways this can be done; either by a public open house announced through the various advertising media, or by inviting special groups. The important thing is to get people to see the processing. Naturally some housekeeping is needed, but that should be standard procedure, anyhow.

Straight branch offices can be activated to advantage, too. Red Tag Cleaners and Laundry of Norwich, Connecticut, has installed coin-operated laundry units in its offices. These have added revenue and made better use of the counter girls' time, as well as adding activity that the customers like.

Parkers Ltd. of Toronto, Canada, has shirts for its main plant done at a branch operation. On the other hand, Lord Baltimore at Baltimore, Maryland, does drycleaning in its new branches but farms the shirts back to the main plant. There are many variations, but some activity is all to the good.

Salespeople must be personable

Sales training is all-important, and will be covered in detail in a later issue. But a cleaner must have the *right* employee to train. Simple adaptability tests or just an interview can soon reveal certain personality characteristics.

The girl dealing with the public must be outgoing and interested in people. She must be extroverted and able to smile. People will overlook many minor faults if they feel the salesgirl is really interested in them.

It will pay you to check whether your clerks are remembering customers' names when they come in, that they smile and say thank you. These are natural attributes of an individual, without which all the mechanics of sales training and all the selling tools will be wasted.

When you do your checking, see if the girls are "selling up." As we said earlier, drycleaning is not an impulse purchase. The garments under her arm are all she can leave with you. But the girl can suggest water repellency, or de luxe service, if you have it. She can remind the housewife that now is the time to send in drapes, storage or whatever the season calls for. If the girls aren't doing this, watch for the articles that follow on sales training.

Check List for Routes

	Yes	No
Truck Appearance Is Important		
Are your vehicles dent-free?	_____	_____
Are they washed regularly?	_____	_____
Are they painted regularly?	_____	_____
Do they carry attractive signs?	_____	_____
Drivers must give professional impression		
Are they uniformed?	_____	_____
Do they use garment bags for soiled work?	_____	_____
Do they make <i>regular</i> stops?	_____	_____
They need "door openers"		
Do they have discount certificates?	_____	_____
Do they have a novelty handout?	_____	_____
Do they have candy for children?	_____	_____
(Any "yes" answer is sufficient)		
Route salesmen must be personable		
Do they remember customers' names?	_____	_____
Do they smile?	_____	_____
Do they say "Thank you"?	_____	_____
Do they "sell up"?	_____	_____
Do they keep their promises?	_____	_____

Pickup-and-Delivery on Routes

Appearance of trucks and route salesmen is part of good "packaging," too. The trucks are rolling advertisements, for good or bad. This article has been devoted to the visual impressions we make on our customers.

The route salesman has more need for this good impression than even the call offices. He is meeting the housewife on her own stamping ground, and she may or may not be interested in giving him an order. When she comes to the call office she is ready to do business. But the impression she gets from the routeman can make or break the sale.

As with counter girls, we will take up training, motivation of the salesman and good cash-control systems in a later issue. Right now we are interested in what the housewife sees when your man rings her doorbell.

Remember, if you answer "no" on any of the questions, read the text for some helpful suggestions. Then put them into practice, NOW.

Truck appearance is important

Accidents may be avoidable but they do seem to be inevitable. When

they do occur, the smart plantowner gets the damage repaired promptly. It does nothing for a housewife's ego to have a banged-up truck stop in front of her home, for all her neighbors to see.

With so many women driving today, they are not favorably impressed with trucks that show evidence of an accident. They feel that any firm that careless with its *own* property will certainly have little regard for her precious garments.

If your trucks need body work, be sure to take care of it promptly. Freshen *your* impression.

That applies to routine washing, too. We are selling cleanliness and a dirty truck hampers those selling efforts. Crown Laundry and Cleaners of Sherbrooke, Quebec, Canada, has its trucks washed daily.

Most plants operate their trucks for three or four years. In that span a repaint job should be done at least once. And the paint job should include some distinctive advertising for that rolling billboard. It could be the company insignia, or the same design used in your packaging for a double impact.

Continued on page 48

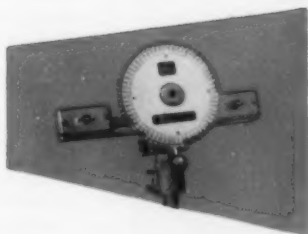
THE NEW **National**
COUNTER CONVEYOR

FOR **fast** SERVICE—
reliable
PERFORMANCE

Here is a call office order conveyor that gives you *continued* reliable performance. NATIONAL garment and bundle conveyors are engineered for strength . . . with a heavy-duty construction that will outlast any other conveyor.

Sturdy NATIONAL conveyors save you money in time and labor. They are neat, modern and efficient. And they give you greater storage potential from your present floor space by going around corners into previously unused areas.

Only NATIONAL has DIAL-TROL to make call office service as quick and easy as pushing a button. Set DIAL-TROL's operating knob to bring any order on the conveyor to the unloading position.

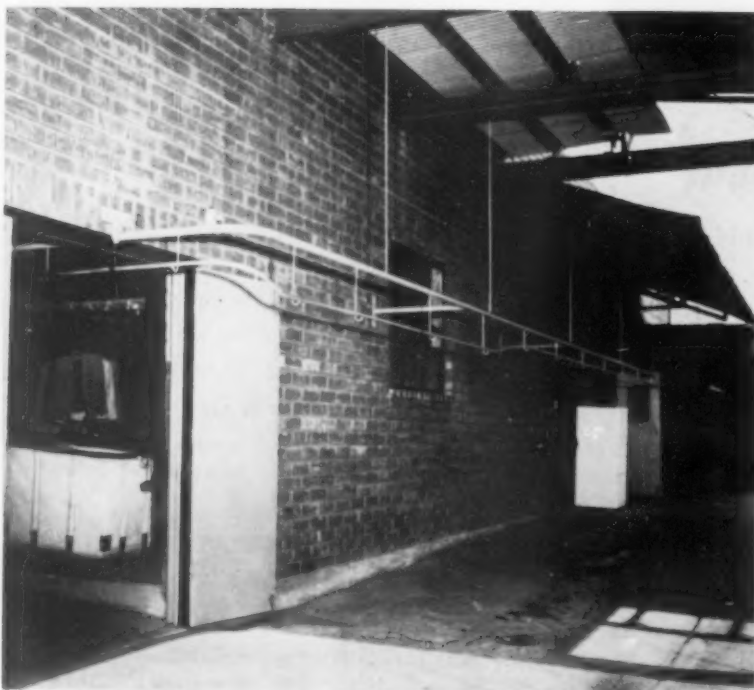


Get the full story on how NATIONAL counter conveyors will pay you dividends. See your dealer or write to us for a complete brochure.

DIAL-TROL . . . the little genius which operates your NATIONAL conveyor, automatically!

THE **National** MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, OHIO

National Marking Machines and Conveyors are preferred by better plants the world over!



Slickrail under canopy makes truck loading easy at this plant

Handsome Truck Sign

IMAGINATIVE SIGNS have given high eye appeal to trucks at Tucker's Laundry & Cleaners in Gulfport, Mississippi. Bright red against an all-white truck body, the signs are drawn to resemble a scrolled sign hanging in front of a shop door. The viewer gets a suggestion of handwork quality, without a word mentioned about it.

The sign is outlined in black at the bottom and left to give a three-dimensional look. The simulated wrought-iron support, also black, extends up onto the curve of the roof, helping to break up the familiar lines of the panel body. This is another touch that helps make Tucker's seem "different" from other drycleaners or laundries.



Continued from page 46

Drivers must give a professional impression

The housewife is driven unconsciously by a desire for security, to keep her family and its possessions free from harm. She is assured in her mind that her garments will be all right in the hands of a firm that has uniformed salesmen.

The uniform connotes that the firm is well established, businesslike, professional. In addition, the uniforms give plantowners walking advertisements of their fine cleaning.

The housewife is further reassured when her soiled articles are placed in a bag. Nothing makes a poorer impression than to have the driver tie her dress or her husband's suit into a knot in front of her eyes. It gives her the feeling of individual attention when the bag is used.

Similarly, she appreciates regular pickup - and - delivery service. This means the same day, every time, plus the same time of the day. A good customer-control system will help do this, and that subject will be covered later.

They need door openers

Any route, to stay healthy, needs new customers constantly. Turnover runs from 10 to 30 percent a year due to moves, deaths and customer dissatisfaction.

There are many plants that arm their salesmen with only one weapon, the man's voice, which is his poorest tool. The first 10 seconds of the sales interview are the most vital. That's all the time the man has to neutralize the housewife's thoughts of her own personal problems, and listen to his sales talk.

If he has nothing but conversation, he can appeal to her through only one sense, that of hearing. If he has something to hand her, he is working on three senses: sound, sight and feel. He has three times as much chance of getting her to pay attention to his offer.

This can be an introductory offer for cleaning at a discount. It can be pot holders, ice tongs or any number of gadgets and gimmicks that can be purchased inexpensively. The main thing is that he has something to hand her.

Many plants give away lollipops in their call offices. The same idea can be used on routes, with good effect. Morrison's Exclusive Cleaners of New Orleans, Louisiana, passes out lollipops.



BOOSTER!

Customer appeal of polyethylene garment bags is boosting sales for dry cleaners

The newest development in drycleaning merchandising—clear polyethylene garment bags—is gaining new customers for cleaning establishments across the country. And little wonder—this new kind of garment bag makes a strong, 3-way appeal to customers:

Polyethylene Bags Are Clear—The customer can identify his garment immediately, satisfy himself on the spot that the cleaner has done a good job.

They Give Better Protection—Unlike conventional bags, polyethylene film bags are not easily torn. Yet it takes only a second to remove them.

They're Re-usable—Polyethylene garment bags can be re-used by your customers to cover and protect their garments at home.

Additional Cost Is Negligible

With all these advantages, drycleaning bags made of clear transparent polyethylene film cost only a frac-

tion more than non-transparent bags. Bags are available in a wide range of film thicknesses. In finished bag form or as unsealed film, polyethylene is easy to handle, easy to store. Film printability is excellent, enabling you to advertise directly on the bag. And you'll be thankful for polyethylene every time you have to find a lost or mislabeled garment.

For Shirt Packaging, Too—

In shirt laundering, too, the advantages of packaging with polyethylene film can be summed up in the phrase "customer preference." You'll find that your customers respond to the sales appeal of clear polyethylene.

Remember—Clear polyethylene film lets your customers see the service you are selling them.

U.S. INDUSTRIAL CHEMICALS CO.
 Division of National Distillers and Chemical Corp.
 99 Park Ave., New York 16, N. Y.
 Branches in principal cities

Makers of PETROTHENE® polyethylene resins for clear polyethylene film.

Trouble-free service for you . . .
Better service for your customers!



HUEBSCH dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler . . . or fifty, as some dry cleaning plants do . . . you know that fast, efficient, dependable operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

IN 4 SIZES

36"x18"
36"x24"
36"x30"
42"x42"



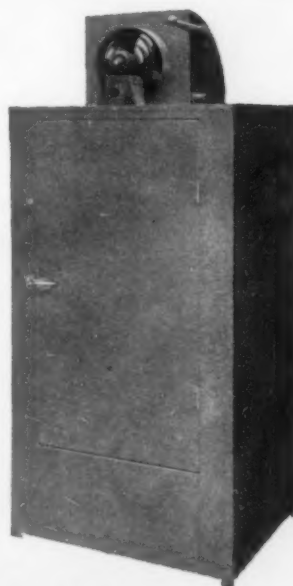
HUEBSCH BAGGERS

Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a must for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature . . . yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper.

Fan motor equipped with rheostat for adjustable speed to regulate air volume.



HUEBSCH

ORIGINATORS
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Adco's Miracle Method

"BLACK MAGIC"

Teamed With Adco's Super Detergents

ELIMINATES...

Distillation

Use of Sweetener Powders

WITHOUT

Detergent Loss!

**Pure, Clean Detergent and Solvent
Continuously Without Use of...**

SWEETENER POWDERS OR DISTILLATION!

ONLY

BLACK MAGIC

REMOVES COLOR,

ADCO AGAIN FIRST WITH THE INDUSTRY'S MOST IMPORTANT ADVANCEMENT IN 20 YEARS

ADCO'S MIRACLE METHOD OF CLEANING WORKS PERFECTLY IN ALL CONDUCTIVITY AND HUMIDITY CONTROLS!

For Petroleum Solvent Plants

XXXDRI-SHEEN **DOUBLE
STRENGTH**
PLUS
BLACK MAGIC

Perchloroethylene Plants

PERK-SHEEN
PLUS
BLACK MAGIC

QUALITY GREATLY IMPROVED-COST CUT BY 30%

For the first time in drycleaning history all clarification of your solvent is done while you are cleaning by the use of the Miracle Carbon Black Magic. Your solvent is pure and clean in the beginning and is kept that way continuously as you clean through the use of Black Magic in your filter.

Black Magic works perfectly in either petroleum or synthetic solvent systems.

NO REDEPOSITION—NO GRAYING—NO SWALES—NO COLOR—NO LOSS OF DETERGENT. Make Adco prove to you in your plant that Adco "Miracle Method" cleans faster, better and much more economically than any other method.

Adco, **INC., SEDALIA, MO., U.S.A.**

**RINSING
COMPLETELY
ELIMINATED!**



NON-VOLATILES, FATTY ACIDS FROM YOUR SOLVENT.



Aisle down center of plant separates shirt finishing unit and washer from call-office and storage area

Walk-Through Aisle Scores Hit With Customers

Counter in rear of plant aids motorists, intrigues customers on foot

By HARRY YEATES

IMAGINATION and forethought play a big role in assuring the success of a new plant. This starts with a well-planned layout designed to get customers into the habit of using plant facilities.

That was the idea when a walk-through aisle was included in the layout of a new plant recently opened by Gold Medal Cleaners, Wilmette, Illinois, on Chicago's north shore.

For many years plantowner Max Fishman has operated a petroleum cleaning plant with 12 stores throughout the north suburban area. Last year he decided to enter the synthetic cleaning field. The new plant offering one-hour service is located in one of the suburbs previously served by the main plant. It is situated on the main street one block from the railroad depot used by thousands of daily commuters.

An alley at the rear of the building—wider than the average passageway

—is used constantly by pedestrians and motorists as a short cut to and from the station. In fact, several businesses including an insurance agency maintain entrances in the alleyway for the convenience of their customers.

When the former tenants moved to another location the plantowner purchased the building and converted it into a drycleaning plant. Outside of water, gas lines and additional power facilities, major improvements consisted of brightening up the building and adapting new equipment to afford maximum customer convenience.

With the assistance of allied tradesmen a layout was designed to encourage a flow of pedestrian traffic through the plant. The lot behind the building was cleared and a coating of black asphalt was applied. The parking area measures 50 by 125 feet. The back of the building was painted in bright shades of royal blue, coral and white. The name of the plant and a trade-

mark, "The Unexcelled Touch," were imprinted in bold letters across the building. The trademark also appears on polyethylene bags used by the plant in packaging finished garments. An oversized reproduction of a finger directs customers to the entrance through the rear.

A neon sign was added to the front of the building. A glass-enclosed portion above the main entrance displays promotional information about drapery finishing service. The trademark insignia is also used in the display. Plate-glass windows were installed on the front of the building.

The aisle through the plant—about 100 feet long—connects the call office in front with a counter just inside the rear entrance. Educating people to park in the rear and walk through the plant to stores along the main street was one way to show the plant to best advantage.

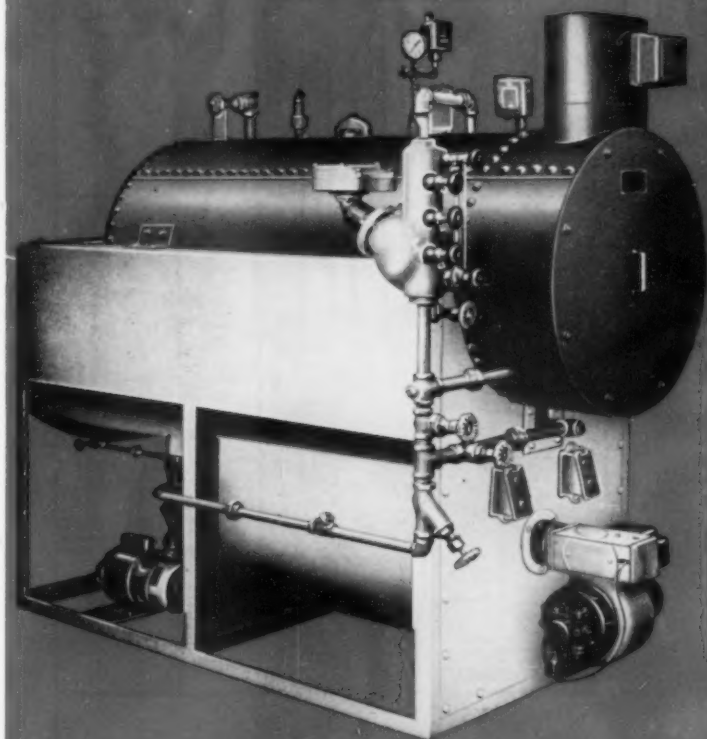
Supporting pillars along the aisle

NATIONAL CLEANER & DYER

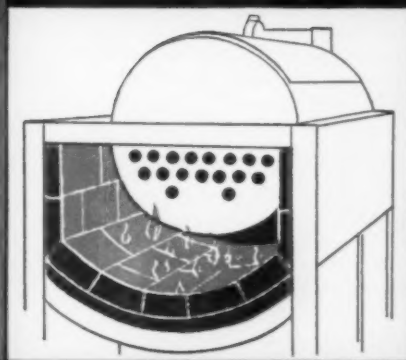
economical? and how!

COLUMBIA

h. r. t. oil or gas fired boiler*



*BURNS THE
FUEL AT
"BOTH ENDS"*



*Horizontal Return Tubular Type, units suitable for firing by gas, light or heavy oils, for interchangeable firing by gas or oil. Available in sizes 2 to 60 h.p.

The special refractory brick in Columbia's factory installed combustion chamber heats up quickly to incandescent intensity—completing the combustion of previously unignited fuel particles. Columbia's complete combustion not only saves you fuel—it minimizes soot accumulation—and the need for cleaning is considerably reduced! (Such efficiency is not possible in boilers designed for internal firing into chambers of cold water backed steel surfaces!)

Just one more reason why owners of over one-quarter million Columbia boilers know that with a Columbia, you get more steam per dollar invested, more steam per dollar spent for fuel.

Mailing the coupon will bring you the full story without obligation.

**COLUMBIA BOILER CO. OF POTTSTOWN,
DEPT. NC-78 POTTSTOWN, PA.**

Gentlemen:

Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm Name

Address

My name is

Position

COLUMBIA BOILER CO. of POTTSTOWN

FACTORY & OFFICES: POTTSTOWN, PENNSYLVANIA

were painted black with coral-colored pegboard between them. Attractive picture frames with display posters have been spaced at various intervals on both sides of the aisle.

The floor of the plant was covered with black-and-white asphalt tile. The building affords approximately 5,000 square feet of space.

The aisle separates the shirt finishing unit and washer from the rest of the operation. The shirt unit was installed at the front of the building inside the main entrance. The equipment was placed behind low wooden planter boxes filled with artificial flowers. Narrow wooden partitions separate the work areas. Ceilings in both the call office and in the area down the aisle were lowered and covered with white Formica tile. Walls were painted mint green with black trim.

Indirect fluorescent tubing was installed from front to rear. Lighting fixtures at each work station emphasize the operation when customers walk through the plant.

Movable counters at both the front call office and at the rear entrance are a coral color, on bronze metal legs. White leather chairs and a marble-topped table add a note of elegance to the call-office.

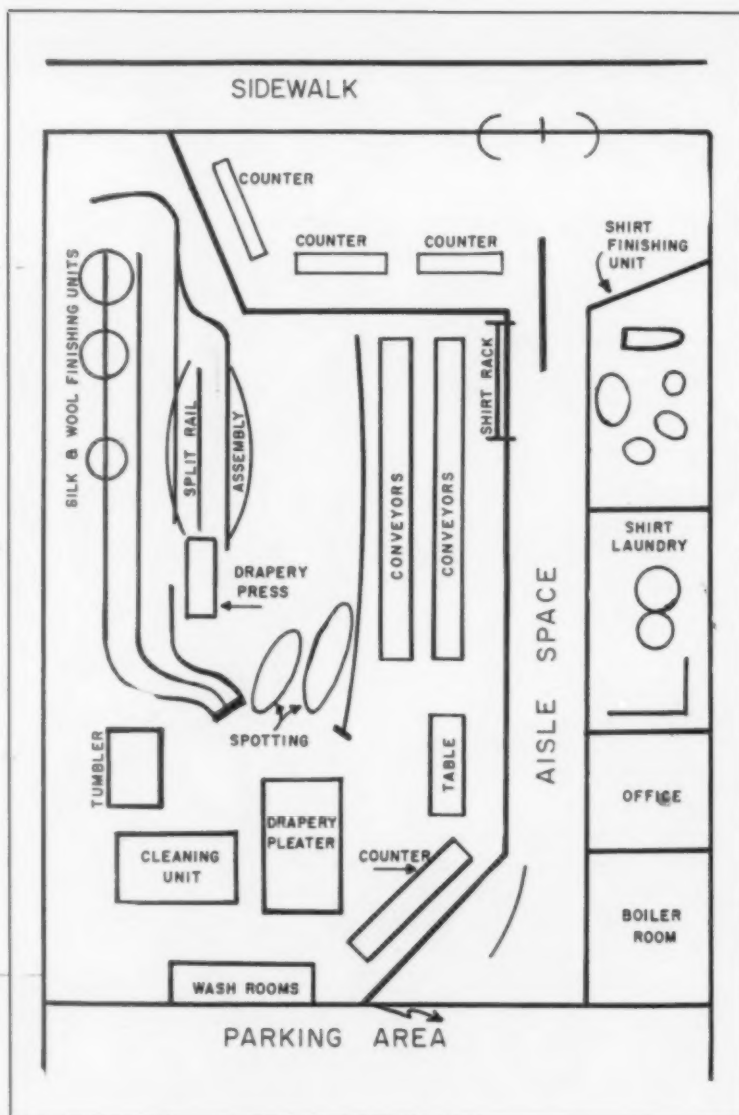
The plant is open six days a week from 7:00 a.m. to 6:30 p.m. Stressing cleanliness at all times, male employees are dressed in white uniforms while the shirt operators wear blue uniforms. Manager Ed Fishman also wears a white uniform while on duty in the plant.

Equipment in the new unit includes a 50-pound synthetic cleaning unit, a drapery press and pleating machine, a 50-pound washer and 24-inch extractor connected by a plastic unloading tray, a 2-girl automatic shirt finishing unit, two silk finishing units, one wool unit, plus a drying cabinet for delicate garments. Two 500-order automatic conveyors are operated by a dial control from the front counters.

When the plant opened early in April, 12,000 direct-mail pieces were distributed to potential customers in the area. Two full-page newspaper advertisements in the local paper called attention to the new plant. A map included with the direct-mail piece and in the newspaper ads pointed out the location of the plant and referred to the parking facilities at the rear of the building.

A drycleaning special of one-third off regular price was offered as a promotion on all drycleaning brought in during the first two weeks of operation. With each \$1.50 order on drycleaning or shirts the plant owners distributed either a 15-ounce dou-

Continued on page 94



Neon sign added to building calls attention to plant walk-through

Nothing like it in the industry!

PROSPERITY®

MODEL 12-C

All New
55 lb.

DRY CLEANING UNIT



"THE CAPACITY
EVERYONE
WANTS"
as shown by a
recent national
survey.

Ideal for Drive-Ins, Shopping Centers, Hotels, Institutions, Production Plants!

- Faster production (220 lbs/per hour) in less floor space
- Exclusive built-in FORMATROL® CYCLE TIMER
- Pneumatic tube door seal . . . inflates when switch is turned "On" . . . locks door until switch is "Off"
- 80% extraction in 3 minutes
- Exclusive fog lubricator pressure—sprays oil on bearings . . . automatically stops machine if oil pressure is low
- 44" diameter open-pocket reversing washer
- Exclusive built-in solvent flow meter for more accurate indication
- Fully automatic operation
- One or two bath . . . still-rinse or filter-rinse optional
- VARI-LEVEL solvent control in wheel . . . high for fragiles . . . low for rainwear
- Short-reach, end-door loading and unloading . . . no stooping
- Exclusive Nylon plate filter and sub-filter . . . most economical combination ever developed

Copyright 1958, The Prosperity Company

The **PROSPERITY**® *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPLE CITIES

SIGNS of the TIMES

Sales Up, Profits Down: A 5 percent over-all increase in net sales in 1957 over 1956, along with an aggregate drop of 1.7 percent in after-tax net dollar profits, was reported in the May *Dun's Review and Modern Industry's* latest bimonthly survey of The Presidents' Panel. This is a group of more than 100 presidents of leading U. S. industrial corporations. Among the companies projecting net sales for 1958, volume is expected to decline 5 percent below 1957 and be 8.4 percent less than 1957 dollar profits.

Shrinking profits are pointed up by an analysis of the size of net profits in the 1956-1958 period. The presidents blame the profit pinch on the fact that, to combat growing competition, prices must be held at present levels despite rising costs of material and labor.



Float Features Fabrics: To show the cooperation that can exist between merchants and drycleaners, a women's apparel shop, a men's apparel shop and Salzburg Dry Cleaners had a float together in the Bay City, Michigan parade to "Keep Bay City Rolling." On the float (pictured), in front, a representative of each business rode. In the middle Mrs. Rose Adamowski of Salzburg Dry Cleaners stands holding the book, "Focus on Fabrics," by Dr. Dorothy Lyle of the National Institute of Drycleaning.

Personal Touch Envied: According to the managing director of Great Britain's biggest drycleaning firm, personalized service offered by American drycleaners is the most impressive thing he has encountered in this coun-

try. Thomas B. S. Johnson of Johnson Brothers (Dyers) Ltd., Liverpool, which has 14 plants in England and Scotland and 8,000 employees, has been visiting drycleaning plants throughout the United States with his son, P. B. Sands Johnson. Early in May the younger Johnson was graduated from the National Institute of Drycleaning.

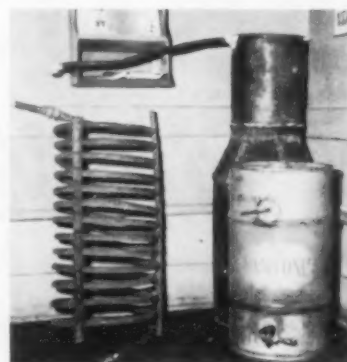
Consumer Education: Joseph White, owner of Broadway Cleaners, presented a film on the story of drycleaning to a women's group in his home town of Grove City, Ohio.

The hazards of the drycleaning business in an age of miracle fibers were explained by Court Henderson, an official of the Dry Cleaning Institute of New England, at a meeting of the Rotary Club in Windsor, Vt.

The French Cleaners plant, Shamokin Dam, Pa., conducted a tour for members of the Women's Society of Christian Service. They were shown all the steps in processing.

Canadian Statistics: The Dominion Bureau of Statistics Department of Trade and Commerce figures for 1956 show that drycleaners did 18 percent of the laundry work reported, probably all shirt processing. Power laundries with cleaning operations received 15 percent of the total drycleaning revenue. In Ontario, the number of plants increased 10.1 percent over 1955 and the receipts for plants increased by 11.5 percent. This comparison includes both power laundries and cleaners.

Serviceable Elastic Webbing: Perfection of a new type of rubber thread and elastic webbing which are said to be fully drycleanable was announced at a recent press conference held in New York City by Albert Johnson of the National Institute of Drycleaning. The new materials, made from Du Pont's improved Neoprene synthetic rubber by the United Elastic Corp., will eliminate the necessity of waistband repair after drycleaning. They also hold promise of opening up new possibilities for the design of drycleanable-type flexible-fit clothing.



New Use for Containers: There is more than one product that can come from a detergent drum. So Porter's Cleaners at Scottsville, Kentucky, discovered.

Recently some enterprising individual latched on to an empty 30-gallon soap drum from this plant. With some homemade coils and a cooker he built a do-it-yourself moonshine still. Fortunately, the authorities shortly deprived him of his manufacturing plant.

The cleaning plant was lucky that the thief wasn't aware that it already had a professional piece of equipment, or it might have lost its regular still.

Public Service: The Cleveland Cleaners Institute is cooperating with KYW broadcasting stations in their "clean up the city" promotion. Free litter baskets will be distributed by member cleaners and window banners will promote the campaign.

Manny Kohn, proprietor of Blue Bird Cleaners, San Francisco, Calif., was Richmond District chairman for the recently held all-city Boy Scout Scout-O-Rama.

Cy Tanner, owner of Tanner's Cleaners, Greenbelt, Md., has promised anyone who puts any amount in the Gary Ford fund box on his counter can have his clothing stored free this summer in his shop. Greenbelt citizens started the fund to help the family of Gary, 7, who has been in a coma since falling from a tree seven months ago.

Larry Eisenberg, proprietor of Town & Manor Cleaners, Farmingdale, N. Y., received a citation from the Ladies Auxiliary, VFW, for cleaning, at no cost, ties used for patients at Northport Hospital.

NATIONAL CLEANER & DYER

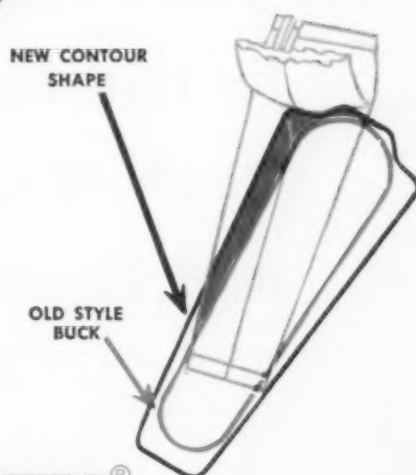
Never before....

An All-Purpose Press Combo Like This



3-in-one

- **LEgger**
- **TOPPER**
- **UTILITY**



NEW

PROSPERITY®

3-in-1 All-Purpose Dry Cleaner's PRESS

New! Different! Amazingly finer and faster . . . even with semi-skilled workers!

Never before have you been able to get the all-purpose adaptability . . . the broad press coverage per lay . . . and the few lays per garment afforded by this new All-Purpose Press. Pant legs completely pressed to crotch seam in one-third the usual time. Pant topplings in 1 to 3 fewer lays. Coat contours preserved and more surface covered per lay. Skirts finished faster and perfectly shaped. All with markedly finer finish . . . and in 15% less time according to in-plant records.

**THE MOST AMAZING PRESS IMPROVEMENT
IN A GENERATION!**

**SAVES FLOOR SPACE . . . LAY TIME . . .
GARMENT TIME**

CUTS PRESS COST 3 TO 1

**IMPROVES QUALITY . . . CUSTOMER
SATISFACTION . . . PROFIT**

The **PROSPERITY®** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES
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July, 1958

59

For Award-Winning
Advertising . . .

Congratulations

to the National

Cash Register Company

and its advertising agency

McCann-Erickson, Inc.



EACH YEAR, in a nationwide contest sponsored by the Associated Business Publications, hundreds of businesspaper advertising campaigns are submitted as contest entries by manufacturers and their advertising agencies.

Judged by an authoritative panel of businesspaper readers, the campaigns compete for one of the coveted 28 First Awards and Awards of Merit.

Campaigns are studied, analyzed, weighed. The relative merits of each are rated, by the judges, on the *strength of its effectiveness*.

In the latest of these competitions, the

NATIONAL CASH REGISTER COMPANY has earned one of the 28 awards for an advertising campaign which appeared in businesspapers during 1957.

Created by the company's advertising agency, McCANN-ERICKSON, INC., the campaign's objective was "to promote sales among various types of retail stores and in business offices . . . to provide the sales force with strong merchandising and direct selling support."

In selecting it as a winner, the judges said, "an excellent use of actual case histories provides convincing proof of money-saving benefits provided by the product."



Drive-in window was great aid in program to stimulate counter sales

How One Plant Increased Counter Sales 95 Percent

Customer-control system plays important role in three-year sales building campaign

By RICHARD VINOCUR

CASH-AND-CARRY business was dragging at Francis W. Cleary's cleaning plant in Haverhill, Massachusetts. So Mr. Cleary launched a selling program which eventually brought him a 95 percent increase in counter sales over a three-year period.

The plant, now processing between \$110,000 and \$120,000 a year, experienced a complete face lifting, a revised advertising campaign and the development of a strict customer control system.

In the drycleaning business since 1930, Mr. Cleary had been doing well until a fire burned down his plant in 1944. He moved to an old garage about a mile away from the business section of town. With wholesale and retail volume up as much as \$300,000 a year, Mr. Cleary's 14 routes, 6 call offices and 40 agents covered the Northeastern coastline from Massachusetts through New Hampshire and Maine.

But as the years passed labor problems cropped up with the routemen, returning servicemen opened competi-

tive plants and the operation became so big it was unwieldy. So, gradually, Mr. Cleary began to drop his out-of-state business. When a driver in the Haverhill area left, Mr. Cleary, rather than train a new man, combined the route with another.

Now that he had decided to concentrate on over-the-counter retail business, Mr. Cleary took stock of his operation in 1954. He found that only a tiny portion of his weekly volume was cash-and-carry. This would have to be given a big boost to offset the loss of revenue from routes.

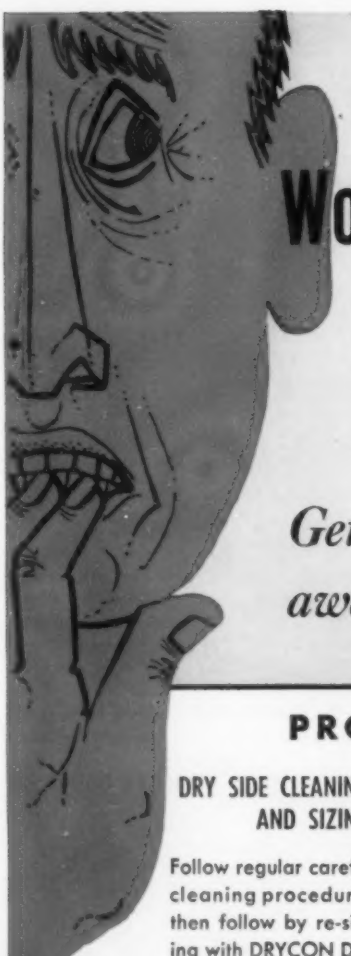
The first step in the sales-building program was to remodel the outside of the plant. A new brightly colored roof was installed. Red-and-white signs advertising "New Electronically Controlled 30-Minute Service" were also made for the front of the building. A large fence on adjoining property owned by Mr. Cleary was painted white. Red letters, about 3 feet high, were painted on the fence to spell out "Cleary's 30 Minute Cleaning."

Faster service for counter customers was now being offered. All garments in by 2:00 p.m. were processed and ready by 4:00 p.m. the same day at regular prices. There were no "holdovers." A 30-minute emergency service was also inaugurated at no extra charge.

Another factor in increasing the sales was the new drive-in window for drop-off service. Mr. Cleary got the idea from a bank in town and added an extension to the plant to incorporate it. He estimates from 25 to 40 percent of his customers drop garments off at this window. For some odd reason that Mr. Cleary cannot yet explain, only 20 percent of the customers pick up the finished garments at the drive-in window.

To top off the face lifting, the entire plant was spotlighted at night.

Volume was now on the upswing. Over-the-counter sales jumped from \$34,250 in 1954 to \$40,000 in 1955 to \$53,000 in 1956. But Mr. Cleary wasn't finished. He created a strict



Worried about "Wash 'n Wear"?

Promote Re-Sizing
for Summer Profits!

*Get those cotton and Wash 'n Wear jobs
away from "Do-It-Yourself" housewives!*

PROCEDURES

DRY SIDE CLEANING AND SIZING

Follow regular careful
cleaning procedure,
then follow by re-siz-
ing with DRYCON Dry
Sizing by any of the
following methods:

1. Dip Sizing
2. Batch Sizing in the Wheel
3. Stock Sizing in the Wheel
4. Spray Sizing



WET SIDE CLEANING AND SIZING

1. Soak in RSR Digester Bath 15 minutes.
2. Give regular wet cleaning followed by thorough rinse.
3. Give medium extraction. (Heavy extraction produces hard-to-remove wrinkles.)
4. Immerse in SACON Wet Sizing bath followed by medium extraction.
5. Dry over Wind Whip or air dry in drying cabinet, or open air. (Do not dry wet cleaned garments by tumbling.)



Good Cleaning Followed by Professional RE-SIZING Will Make Your Summer Business Zoom! When customers get their garments back limp and lifeless, cleaners lose business. But when the cleaner not only does a better cleaning job, but also restores the bright, crisp-as-new look and "feel" to garments . . . the housewife is only too glad to turn her work over to a professional.

The importance of RE-SIZING cannot be over-emphasized. It's a simple operation . . . the cost is negligible . . . and no housewife can match the results you can produce.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N.Y.

FREE!

"Wash 'n Wear" Window Streamer

to let your customers know you clean and re-size "Wash 'n Wear" garments. Just mail in this coupon to **WALLERSTEIN COMPANY, INC.**
180 Madison Avenue, New York 16, N. Y.

FIRM NAME _____

ADDRESS _____

BY _____



Variety of "thank you" and "miss you" cards sent to customers was all part of strict customer control

customer control and he began running newspaper ads six days a week in the local daily. He also began advertising on radio at least four times daily. Thus, in 1957, he spent 7 percent of his gross sales on sales promotion which resulted in a 29 percent increase in counter sales over 1956, a tidy \$68,600.

Newspaper ads

About 50 percent of Mr. Cleary's promotion budget went toward local newspaper ads in Haverhill's only daily. Rather than run one large ad once or twice a week, Mr. Cleary believes in placing smaller ads each day. Thus, advertisements varied in size from 6 to 32 column inches. They stressed quick service and better quality.

Radio ads

Radio copy was written to promote the 30-minute service as well as new equipment the plant installed. Quality was also stressed. Time spots varied from 20 seconds to a full minute. All ads were used on a station that carried mainly music and news.

Incidentally, Mr. Cleary wanted to be sure that he was splitting up his advertising budget properly so he experimented with the media he was using. He stopped all other advertising for a month and concentrated solely on newspapers. He offered a special on a service that normally got little play, such as waterproofing, mothproofing or slipcover cleaning. He watched the results. Then, the following month, he relied solely on radio. Each time he advertised a service that was lagging behind. As a result of these tests he both increased sales of his special services and proved to

himself that it was necessary to use both media to get proper results.

Customer control

Mr. Cleary attributes the largest percentage of his counter sales rise to his customer control system, developed

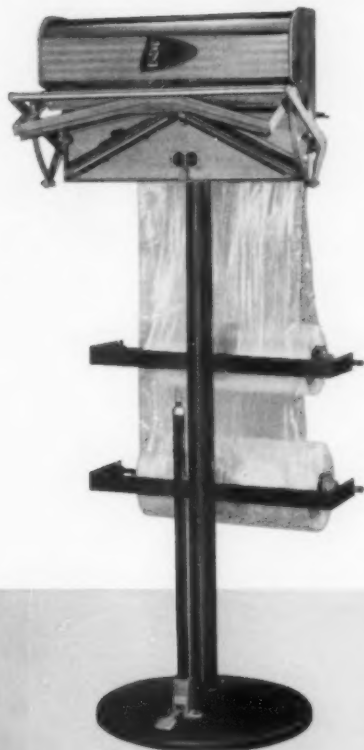
in the spring of 1956. Presently about 25 percent of the promotion allowance is spent on direct mail and customer control, but Mr. Cleary is considering jumping this figure to 35 percent.

Because the system needed a starting point, the plant initiated the con-



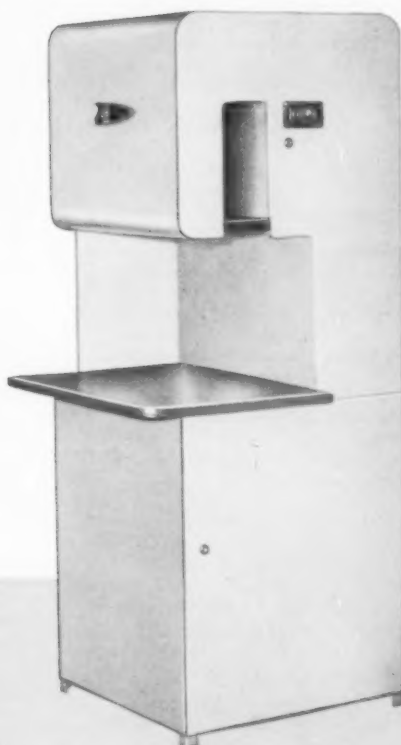
Strong advertising program was launched in concentrated sales drive. Newspaper ads accounted for half of 7 percent promotion budget

the Greatest Poly Packaging Achievements in the History of the Industry!



For Your Dry Cleaning Department . . .
the E-Z "TWIN IMPERIAL"
Poly Bagger!

- Double Roll Racks Hold All Size Poly
- Automatic Gusset Openers
- No Springs, Motors, Air—Completely Trouble-free!
- Cold Knife Cutting—No Blocking
- Five Minute Installation—3½ Sq. Ft. Floor Space



For Your Shirt Department . . .
the E-Z "UNIVERSAL"
Poly Shirt Packager!

- One Girl Can Package Over 1800 Shirts Per Hour!
- Saves ½¢ per Shirt—Plus Labor—Over Ready Mades!
- Completely Automatic—No Buttons, Switches or Levers!
- Handles Any Type Shirt—With Or Without Bands, Shirt Boards or Collar Supports!
- Priced For All Size Operations—Large Or Small!

● **Don't Buy Any Packager Or Bagger Until You've Seen Your E-Z Jobber!**



Use This Coupon
For Full, Fast,
Information!

4850 W. Belmont Ave., Chicago 41, Ill.

E-Z Packaging Corporation
4850 W. Belmont Ave., Chicago 41, Ill.
☐ Send Information on the E-Z Bagger
☐ Send Information on E-Z Shirt Packager
☐ Who Is My Nearest E-Z Jobber?

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Known for his active participation in civic affairs, Francis Cleary believes that it is good policy for any businessman to help better his community. A leading member of the local Kiwanis, he is also founder and president of the Retail Drycleaning Association of Haverhill. He is a director of the Salvation Army and a chairman of the local Boy Scout organization.

Mr. Cleary is also active in fund raising projects such as the Red Cross, the Community Chest and the YMCA.

Cleary's Cleaners processes all of the band uniforms of the local high school free of charge. Little Leaguers in Haverhill also are given free cleaning service for their uniforms.

As a result of his public service, a recent broadcast of "Assignment, Haverhill," a program about the town's local color, thanked Mr. Cleary for his helpfulness in the community and called him "a businessman with a true interest in the kids of the town—a businessman with a heart."

Control by recording the names and addresses of the 500 garments which were on racks in the store at the time. As other customers came into the plant the records grew and at the end of the year the plant had a file of 2,400 active customers. Another 2,300 names were in the inactive file. By the end of 1957 the file had grown to 3,600 active customers and 3,800 inactive patrons. This gave Mr. Cleary a total of 7,400 names. A third file for customers who have moved is also kept in case their names crop up again in the future.

A card is pulled out of the active file if the customer has not been heard from for at least 10 weeks. The card then goes into the inactive file and is kept there indefinitely. Mr. Cleary estimates that about 150 active and inactive cards are added or changed each week.

But this is only the beginning of a customer control system. "You must use it," states Mr. Cleary. "It's just like installing new equipment in the plant. It doesn't do you any good unless you use it."

Mr. Cleary feels you should send at least 10 mailings each year to make your customer control file pay. Last year the plant sent out 24,000 pieces of mail. Women were hired to address the pieces by hand to add a personal touch. Since a woman can address between 60 and 90 cards an hour, Mr. Cleary paid them about a cent and a half for each. He then personally signed each one.



Block-long red-and-white fence sign adjacent to plant supplements signs added at front

Service, quality and price were stressed in the mailers. When a new customer comes into the plant she is sent a "thank you" card. About four more times a year on various occasions she is sent a variation of the first card thanking her for her patronage.

"Miss you" cards are also sent to customers who have not been in the plant for some time. These cards, in a light vein, are very well received. One card, for instance, has a puppy saying:

We've looked and looked most everywhere
Ran like mad from here to there
Hunted low and hunted high
Still could find no reason why
We haven't seen you in our store
Don't you love us any more?

But should these cards not work, Mr. Cleary will make a personal phone call to ask if anything has been wrong with the service. If there is a gripe, it can usually be cleared up over the phone. On occasions Mr. Cleary even

goes to visit the customer at her home and talk to her in person to clear up the matter.

Mr. Cleary estimates that about 20 to 30 percent of the increase has come about through persistence in the use of customer control.

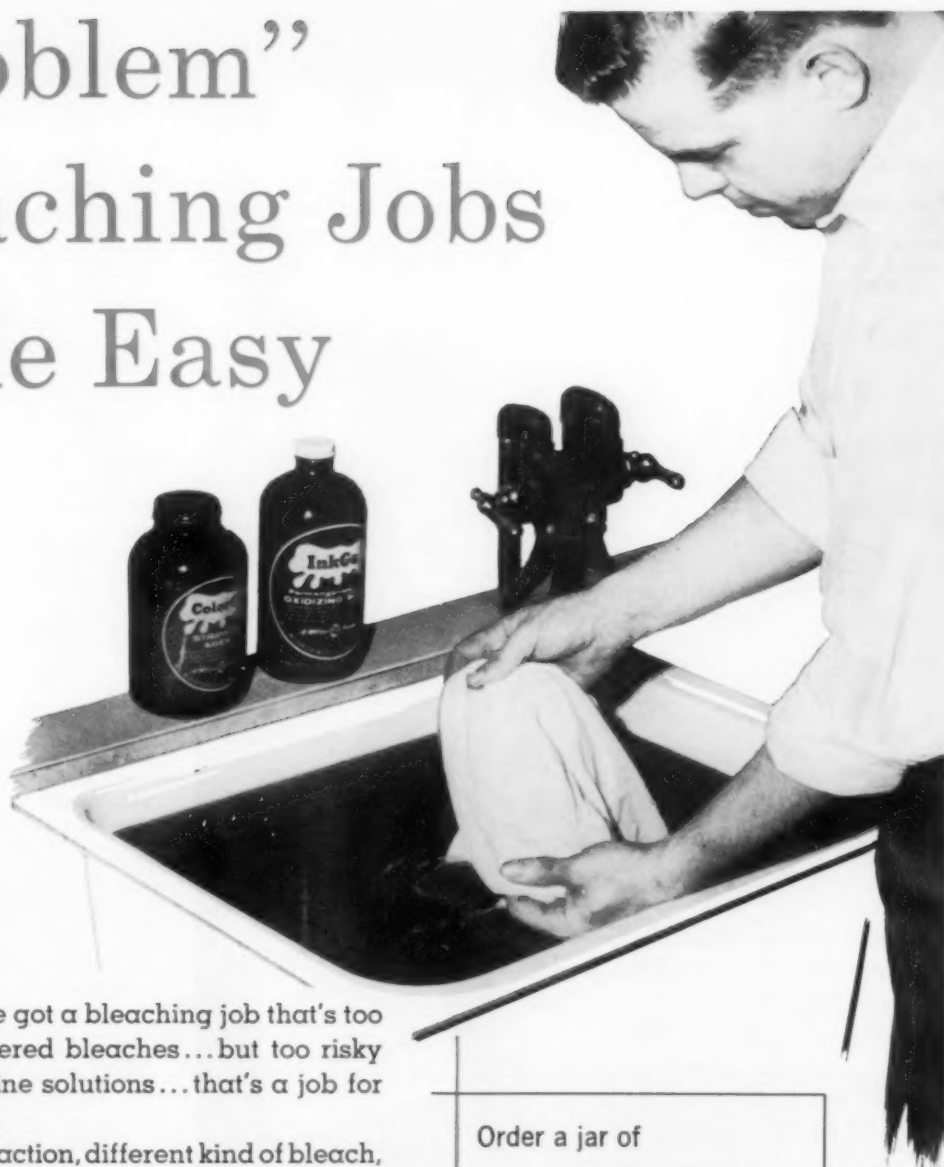
Other sales ideas used by Cleary's Cleaners include monthly dinner meetings for the staff as well as paid bonuses for ideas that can be put to use in the plant.

In the first six weeks of 1958, Mr. Cleary was still feeling results of his concentrated sales efforts. A 24.3 percent rise has been noted over the same period of time in 1957.

But Mr. Cleary still isn't through. He had been farming out about 600 shirts a week and recently decided to install a shirt unit to handle these items. As a result he expects to add additional shirt volume as well as boost his over-the-counter drycleaning business another 10 to 20 percent. #



"Problem" Bleaching Jobs Made Easy



When you've got a bleaching job that's too tough for powdered bleaches...but too risky for strong chlorine solutions...that's a job for Wilson's *InkGo*.

A safe, quick-action, different kind of bleach, *InkGo* gives positive results...yet eliminates the danger of yellowing or weakening fabrics.

Just 2 ounces of *InkGo* to a gallon of water makes a bleaching bath that is thoroughly effective but safe. And *InkGo* has a dozen other uses in removing difficult stains too. Why not order a bottle from your jobber this week?

FREE! Stain Removal "How-To" Sheet No. D-4 ...describes how to use *InkGo* for bleaching yellowed fabrics. For a copy write to...

A. L. WILSON CHEMICAL CO., Kearny, N. J.

Order a jar of

Wilson's



when you order



ColorGo completely neutralizes *InkGo* after its bleaching action is completed.

"Stain Removers are our only business"

QUESTIONS and ANSWERS

Dye in Solvent

My customer claims that this corduroy jumper was completely white when brought in. Was the garment faded through my negligence or was the dress itself defective?—J. R., New York

The pink discoloration in this garment has been caused by the cotton fabric picking up dyestuff from the

solvent during the drycleaning process.

This is a very common problem. Red dyestuffs, usually from draperies, corduroys and the like, are the worst offenders when it comes to bleeding. As a result, fugitive red dye is most commonly present in solvent. Couple this with the fact that cotton takes on dyestuff at a low temperature (even cold) and you have the answer to this problem.

To keep foreign dyestuff from building up in the solvent, it is most advisable to use an activated carbon to remove this dye and to use it regularly each day. Thus, as dyes are bled into the solvent, the carbon removes them. Otherwise, the dye present is really carried by the water in your charged solvent. As the fabric picks up moisture with this dyestuff present you are actually doing a dye job in your washer.

In this case, I would suggest removing the red belt and the trim. Then place the garment to soak in a bath of water to which a wetting agent and some ammonia have been added. Soak for several hours and rinse. If some dye still remains, place the garment in a bath of chlorine bleach (about 1 percent), which will then clear the garment completely.

Acid Stains on Shantung

When this gray silk shantung dress was brought in for cleaning, the store manager noticed the yellow stains on it and marked the dress discolored. After drycleaning, the customer refused to accept the dress, claiming that we had torn it and also caused the yellow stains. I explained the situation and pointed out that several breaks in the dress were a result of normal wear. Now the customer is turning the case over to a lawyer.

—H. D. W., New Jersey

Our examination shows that no spotting operation has been performed on this garment; spilling or splattering has caused the stains present.

Pure silk fabric like this is very sensitive to acid damage. While the stains may not have originally been in an acid condition, they have developed acidity sufficient to cause a weakening of the silk fiber. Then when the garment was subjected to the normal mechanical action of the cleaning process, this weakened silk fiber broke into holes in some instances.

Quite often if a garment is hung for a period of time with wet spots on it, these spots will absorb acid gases from the air and develop into an acid condition. The yellow color of the stain is due primarily to the oxidation of the sizing that is present in the fabric.

I do not believe these stains were caused by the cleaning process. The heat necessary in deodorization may have furthered the oxidation of the sizing, which made the stain more



DISTRIBUTORS
CAN YOU TELL THE ENTIRE
PRE-MARKED STRIP TAG STORY?

Reports show 4 out of 6 presentations pay off! Are you hitting this Jack-pot? If not, cash in on our all-out cooperation offer!

PRE-MARKED STRIP TAG CO.'s
LITTLE BLUE MAN Says,
We Do Luff You, - and how!

Free Distributor-Cooperation includes services of specialized field representatives to plan installations and solve system problems of your large and small accounts... **Let's hit the sales Jackpot together!**

PRE-MARKED STRIP TAG Company
3232 India Street, San Diego, California

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

*All the
Answers!*

- Cutting Costs 50% and Saving Time!
- Eliminating Errors!
- Vastly Improving Performance and Results in Every Department!



Countless-
Proven applications
to your every Mark-
ing, Identification,
Piece Count plus Unit
Control System...

All for free!
**MAIL THIS COUPON
TODAY!**

Mail me
the FREE Catalog
of Pre-printed Marking and
Identification Tags & Systems

... or ASK
your JOBBER

evident, thus accounting for the claim by the customer. But insofar as the stains are concerned, we feel that something has spilled or splattered on the garment during wear.

Loss of Dyestuff

What caused the color loss on the sleeve of this coat?—R. C., Texas

The white discolorations on this red car coat are a result of loss of dyestuff from the surface of the fabric.

This type of damage is fairly common in this type of garment—from the normal abrasion during wear, from any brushing action on the fabric or from areas being wet during cleaning. You will notice that even though this coat has not had hard usage, there is a loss of color at the very edge of the sleeves.

When these garments get soiled to any degree, they must be cleaned with some moisture in the system. Otherwise, it is almost impossible to get cotton fabric like this clean. In addition, moisture emulsions of one type or another are used as a prespotting solution either by spray or by brushing. Unfortunately, in highly colored coats such as this one a loss of color is quickly detected. As a result it probably is not advisable to use this procedure on such colors in spite of the desire to completely remove soil.

The difficulty seems to lie in the fact that this dye is on the surface of the yarn. Any abrasion will actually crack off the dyestuff. Areas that are wet to any extent before drycleaning are exposed to greater mechanical and abrasive action, which will sometimes result in this kind of color loss. Spray spotters and emulsions containing a high percentage of water are probably the most likely to cause this condition, particularly if the moisture they contain is not picked up quickly by the charged solvent.

Cleaning Cannot Scorch

The customer claims that these trousers were scorched during cleaning. What is your opinion?—A. C., New Jersey

The damage to this garment has been caused by scorching of the wool fabric, but it has not been caused by your finishing on a steam press since the line of scorch does not follow the crease you have recently put in the trouser. Furthermore, scorching is impossible on modern steam presses used in cleaning plants.

We are of the opinion that this damage was caused by the use of an iron on the fabric, probably when the trousers were pressed at home.

NEW "AD"-a-BiB

Patent Pending



and "AD"-a-BiB brings added service to customers—time and money savings to you!

Coming or going, more customers and prospects see your name and advertising message with new, attention-catching, full-color "AD"-a-BiBs. These new advertising slip-over bibs, printed two sides, show right through the front and back of your poly bags . . . shows your name, shows your ad. Each completed cleaning job represents a valuable two-way walking billboard. And "AD"-a-BiBs also offer customers an important added service by protecting collars from dust and smudges.

"AD"-a-BiBs are your least expensive, most effective means of advertising . . . they sell more, because they are seen more—and they save you valuable time and money by eliminating the need of costly tissue around collars and printing of plastic bags—all the advantages of plain poly, plus the benefits of printed poly.

PUT KWIK-KOVER HANGER COVERS AND TIE-BELT HANGERS TO WORK FOR YOU

KWIK-KOVER TIE-BELT HANGERS . . . made to save packaging and production time—each tie and belt remains one piece for easier assembly and inspection—no pinning, no taping, yet ties and belts can never fall off—the ideal good-will builder, customers love them—available with poly bags.

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Big audience turned out for all business sessions at California meeting

California Attendance Record

Speakers' Roster

Lou Bellew, *Western editor, NATIONAL CLEANER & DYER, master of ceremonies at drycleaners and allied trades luncheon*
 Mrs. Thelma Beresin, *Gray & Rogers, Philadelphia, Pa.*
 Bill Boyd, *Emery Industries, Inc.*
 Orlo M. Brees, *National Association of Manufacturers*
 Steve Carroll, *Long Beach, NID director, District 12*
 Dolores Elliott, *Dow Chemical Company, Consumer Education Department*
 W. H. Fieldcamp, *San Jose, CDA insurance counselor*
 Al Graham, *R. R. Street & Company Inc. (at Alumni luncheon)*
 Brooklyn Harris, *Glendale, Western branch manager, NID*
 Dr. W. Ballentine Henley, *General Motors Corporation*
 John A. Ireland, *Caled Products Co., president NID Alumni (at Alumni luncheon)*
 Miss Marian Nylen, *University of California, Berkeley*
 Victor D. Oakley, *Sta-Nu Corporation*
 Dr. Joseph Wiebush, *NID director of research*
 D. R. Woodward, *president, State Board of Drycleaners*

Officers 1958-1959

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 * President-Elect: John E. Brittain, Jr., *Park Cleaners, Monterey Park*
 * Vice-President: Bertram B. Brown, *Marin Cleaners, San Rafael*
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 Executive Secretary: George M. Shepherd, *San Jose*

* Newly elected

WESTERN DRYCLEANERS turned out by the thousands to attend the thirty-seventh annual convention and exhibit of the California Drycleaners Association. A new high in paid registrations was established with a total of 1,233, while an additional 2,280 registered visitors had been checked into the exhibit hall at a late hour of the final day. It is believed a more complete check will set the actual total attendance in excess of 4,000 people for this second California combination convention and exhibit.

The three-day affair was held June 13, 14 and 15 in Long Beach. Every available inch of the 30,000-square-

foot area in the Long Beach Municipal Auditorium was taken up by the 92 exhibitors. Association officers and committee members working closely with members of the allied trades group known as the Laundry and Drycleaners Suppliers (LADS Club) worked many months to insure a smooth-working exhibit.

With President Graham Featherman presiding, the convention opened officially Friday morning at 9:00 o'clock. All sessions were held during the mornings, with the entire afternoons free for the delegates to attend the equipment and supply exhibit. Evening entertainment included a



Top: Some of 92 exhibits that attracted large attendance, keen interest. Center: At banquet, left to right: Mrs. and Bert Brown (new first vice-president), Bernard Spivey (NID director) and Mrs. Spivey, Mrs. and Steve Carroll (NID director, past president CDA), Mrs. and Herman Mathis (new president). Above: At allied trades luncheon, left to right: George Shepherd (secretary CDA), "Scotty" Moore (Pantex Manufacturing Corp.), Bill Goss (Goss-Jewett Co.), John E. Brittain (president-elect CDA), Steve Carroll (NID director)

Coming Next Month

in the Big **"DO IT NOW"** Series . . .

Chapter 2: "FINISHING AND INSPECTION"

Next month, "DO IT NOW"—NATIONAL's exclusive series—brings you another practical, down-to-earth chapter.

The subject of Chapter Two will be "FINISHING AND INSPECTION." With more handy checklists for quick application in your plant, and explanatory text for spelling out details, it will help you examine every step in your finishing-inspection operation—for comparison, for improvement, for profit.

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Starting in this issue, this symbol identifies articles and features that are developed and published for the first time in the industry—and only by The NATIONAL CLEANER & DYER—for the help, guidance and real business welfare of our drycleaning subscribers!

NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.
OREGON 9-4000

ABC/ABP

cocktail party through the courtesy of the Harbor Drycleaners Association of Long Beach on Thursday evening, a dance put on Friday night by Pi Chapter of the National Institute of Drycleaning Alumni Society, and the annual CDA banquet on Saturday evening.

The keynote of this, the most successful of all California conventions, might well be summed up in one word—optimism. Every speaker without exception voiced an abiding faith in the future of the cleaning industry and the Ameriman way of life. These convention-goers were obviously in no mood for gloomy forecasts regarding

the fast-growing Western states that have been least affected by the current business slump, and the feeling evidently spread to the speakers' platform in short order.

One of the most touching events of the convention was the Saturday luncheon of the NID Alumni Society. As a climax to months of work on the part of NID alumni all over the United States, a completely overwhelmed "Miss Mike" was presented a check for \$1,000 as a token of love and appreciation from her many admirers. Now acting as the permanent secretary of the Pi Chapter of the NID Alumni in the Los Angeles area, Miss

Michelsen for the first time in her life was absolutely speechless. The surprise was complete.—*Lou Bellew*

QUOTES

Elliot: Need for educating the teenage group who are the drycleaner's future customers, by working directly through their teachers. Drycleaners will find it most interesting to work with young people; in turn will receive added prestige in the community, besides new customers and goodwill.

Nylan: Educate women to responsibility of recognizing quality fabrics at the time of purchase, to stop encouraging stores to stock shoddy merchandise through continued purchases of shoddy or unserviceable garments.

Beresin: No longer need for Hollywood-type promotion stunts. Research now needed to find why public purchases or rejects. Businesses now must rely on facts rather than opinions and guesses. So far customers feel their clothes are a projection of their own personalities, and are important to them out of all proportion to real value. Feel sure the drycleaner will lose, burn, tear or improperly process them. Drycleaners must take advantage of research and then keep in the public eye through a program of educating the public, with advertising as a follow-up.

Boyd: Employees should be made to feel important, even if you have to invent occasional situations to justify some kind of compliment. One employer's conclusion—if he can't find five employees each day who have done something meriting a compliment, he'd better start looking for a whole new crew.

Henley: Every employee should take the time to train another to take over his job . . . then the company can advance him when he deserves it. Also suggests helping your immediate superior to advance . . . and if he's smart he'll take you with him. "If a man isn't worth more than he's getting, then he isn't worth what he is getting." Believes present recession survivors will be the men who have the initiative to be aggressive and original. Looks to the next 10 years to be the greatest economic boom in history.

Brees: Ours is a competitive system and must continue. There is no limit to what creative genius can accomplish in America if the proper incentive is provided. The difference between our way of life and other countries' might well be summed up in a simple statement: "It makes a lot of difference whether you *want* to do something, or whether you *have* to do something!"



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Laidlaw dry cleaner products were designed to *your* particular specifications and, since *your* requirements vary, the most complete line in the industry has been developed. Every need for wire hangers, accessories and special items can be filled with a Laidlaw product—and if it's by Laidlaw, it must be good!

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Trousers can't slip from a "Shur-Grip" Trouser Guard—an exclusive strip holds trousers securely. Pure white, steam-formed board is attractive and durable—stays in place. "Shur-Grip" Trouser Guards by Laidlaw are the sure way to keep customers satisfied!

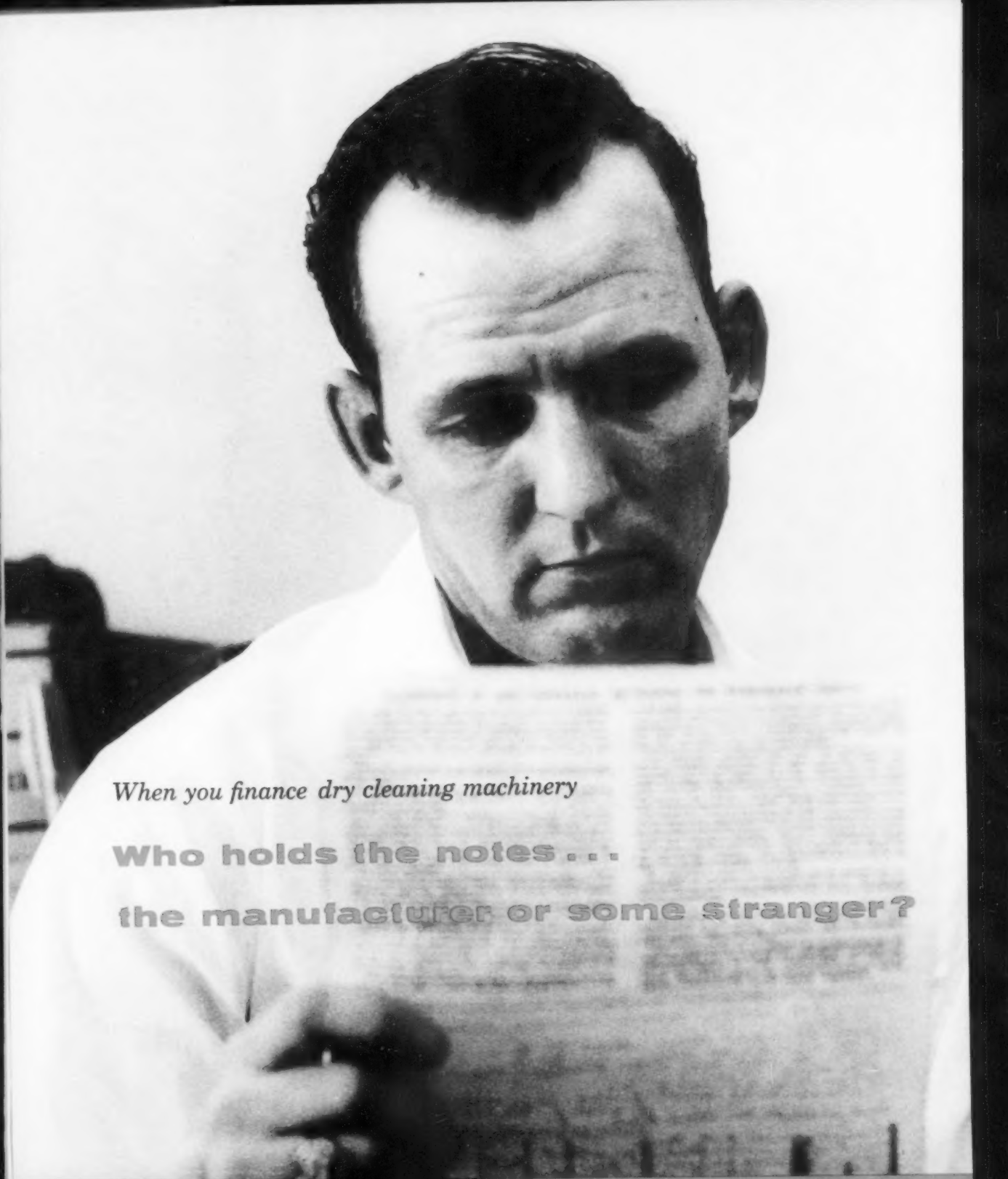
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At American we hold your notes.

So you know exactly whom you are dealing with.

Many times American has gone to bat for its customers, helping them over the rough spots. This is the kind of treatment you can hardly expect from a stranger whose only interest in you is the money you owe.

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You get more from

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Division of The American Laundry Machinery Company

BUSINESS BUILDERS

Drycleaner Boosts Industry in Television Appearance



Bernard Horowitz, general manager of the 11 Montrose Dry Cleaning and Laundry stores in Philadelphia and suburbs, was a guest on a recent Deborah Adams show on WFL-TV, Philadelphia. He discussed the impor-

ance of drycleaning and proper storage of clothing during the summer months.

Mr. Horowitz is shown above with Deborah Adams (center) and "Miss Montrose Cleaners."

ter to the National Institute of Drycleaning, his wife, a counter girl and he have been for some time on a wear-it-once, clean-it-once basis with their sweaters, blouses, skirts, dresses, slacks and ties. In this way, the personnel are walking advertisements for the firm. As models of neatness, cleanliness and freshness, they find it easier to sell drycleaning.

Although he admits daily cleaning of garments worn the previous day is economically impractical for most people, Mr. Lemansky wants to set high standards of neatness for everyday dress and prove that drycleaning is beneficial to clothing. He estimates that many of their personal items have received over 50 drycleanings and has discovered that proper drycleaning is a "fountain of youth" for clothing. According to Mr. Lemansky, "They show no signs of wear; colors are bright as new, white blouses and sweaters are white without resorting to wetcleaning or bleaching . . . At this moment it looks like our clothes will last forever. The only reason we buy any clothing," says Mr. Lemansky, "is to stay fashionable."

So far this plantowner has promoted the concept of daily or frequent cleaning only by word of mouth. Shortly, however, he intends using newspaper ads and call-office placards to call attention to this theme.

Decorative Screening Serves Double Purpose



Production work at Old English Cleaners, Glendale, California, is done in the area right behind the counter. The ceiling in this department is supported by unattractive heavy beams.

To shield these from the customer's view, a curved "ladder" effect was installed. It not only screens the beams effectively; it adds a great deal to the appearance of the office itself. Yet it doesn't close off the production area which remains open and airy.

Another interesting feature of the call office is what appears to be a small mirror at the top edge of the "quilted" partition (far rear of photo).

Owner Harold Zell's desk is behind that partition. The mirror is actually one-way glass to give him a view of the store with complete privacy.

Walking Billboards

He may not be a motivation research expert, but Leon Lemansky of Professional Cleaners, Linden, New Jersey, is doing his bit to help allay the widespread (albeit erroneous) notion that frequent drycleaning wears out garments.

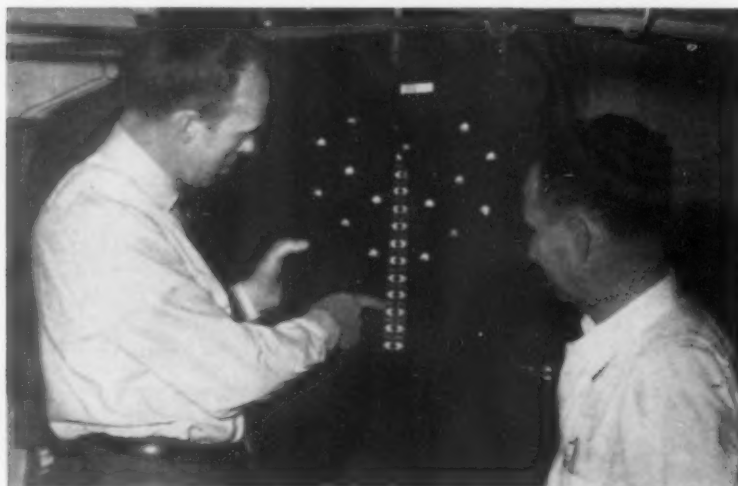
As Mr. Lemansky explains in a let-

Test for Customers

Irving Hackerman of D. Hackerman Cleaners in Pikesville, Maryland, is responsible for more novel sales ideas than we can keep up with. The latest Hackerman wrinkle concerns the use of one of his monthly sales-humor direct-mail pieces to customers and prospects.

Promoting his water-repellency service in the April issue of his "Wardrobe Wisdom," Mr. Hackerman stapled a 1½-square-inch fabric swatch that had been treated with his particular agent. Copy near the swatch says: "Make This Test! Sprinkle a few drops of water on this fabric. Notice how easily the water runs off." Mr. Hackerman follows up by stating: "That's just the way those April showers will run off your garments after we give them the Sta-Dri treatment. You'll be surprised how inexpensive it is, too."

SPOTTING MADE EASY



When risk of damage is great, improvement dubious, spotter talks it over with plantowner

PART 6

Should it be spotted— passed—wetcleaned— or recleaned?

By CORT ANTONSON

THE PRECEDING parts of this series have been devoted to the tools with which the spotter works; the methods of stain removal; the chemicals used in spotting procedure; bleaches; pigments, dyes and fabrics. With this basic understanding the spotter is now ready to go to work.

Basically, spotting procedures are pretty much the same on any fiber but it is much easier to do a spotting job on wool than on many of the other fibers. It is customary, therefore, in many instances necessary, for the beginner to start spotting wools as a "rough" spotter. For purposes of discussion we shall consider a "fancy" or "silk" spotter about to tackle his first load of "silks."

This load will usually confront the spotter hung on hangers and ready for inspection. In some plants the garments are delivered to the spotter in hampers; if so, they should be hung immediately to prevent wrinkling. This silk or dress load comprises many

fibers other than silk and it also includes many items of clothing other than dresses. In fact, we will find many shirts (usually of synthetic fiber), possibly an acetate jacket, or even a household piece.

This load may have a total of close to 100 pieces or it may be a small load of 25 pieces. In any event, the finishing department may be waiting for this work to move through the spotting department. The spotter, therefore, immediately begins looking over the load and sending the pass-ups on to the finishing department.

The spotter hopes these pass-ups will be many, not only because his work load is thus reduced but also because it means the drycleaning department has done its work well, which in turn greatly affects the efficiency of the entire plant. What's more, it behooves the spotter to work in close cooperation with the drycleaner to see that these loads are processed well in the drycleaning washer.

In spite of some advertising claims, the dress load will not be all pass-ups. The spotter is still needed. *In fact, probably the spotter's greatest responsibility to the plant lies in making the correct decision about the garments facing him.*

In this respect the spotter should feel free to talk to the boss, for his particular plant policy will have a large bearing on these decisions. Needless to say, if the plant is one of very high quality where the base price for a plain dress is \$2.50, the spotter's decision as to what should be a pass-up will be vastly different from what it would be if the firm was getting \$1 for the same type of garment. It's just economic sense to realize that the plant can't afford the same quality of work at a cheaper price. This, then, has a bearing on the spotter's decisions—and there are many such decisions he should discuss with the plantowner or manager to understand what his position is in cases of this kind.

How to tell a pass-up

The first question that arises is, "What is a pass-up?" The spotter will find that sometimes this decision is not as easy as it sounds.

Certainly a pass-up is a garment that has no spots on it to be processed in the spotting department and is completely clean. From this standpoint it can easily be understood that the percentage of such garments coming to the spotter will be somewhat in proportion to how dirty or stained they were when the customer brought them in to be cleaned. Therefore, in spite of the best efforts of the drycleaner, there will be bad times and good times so far as pass-ups are concerned. On the other hand, if a drycleaner is not doing his job the spotter can encounter nothing but bad times. That may be the time for a talk with the drycleaner.

But just as a garment without any stains on it is a pass-up, so are many garments that *do* have stains. This is because there are many stains that the spotter will not be able to remove with safety to the color of the garment or the nature of the fabric. These are the cases where the spotter will often scratch his head.

Dangers of wetcleaning

There are, of course, plantowners who feel that before any stained garment is passed, in spite of thorough efforts on the spotting board, the garment should first be wetcleaned. This is poor practice. Wetcleaning a garment is costly and the risk is great.

It is my personal opinion that no

NATIONAL CLEANER & DYER



Dodge 100, Town Panel.

Here's what a leading automotive magazine reports about fuel economy— in the 3 low-priced trucks

The best way to compare products is to *test* them thoroughly. That's exactly what a leading automotive magazine's test drivers did with *all three* low-priced pick-up trucks. The results are revealed in a recent issue. One important result was that the Dodge V-8, even with its extra power, gave better gas mileage than the other two V-8's tested.

Here are some of the statements reported in this magazine about the Dodge *Power Giant* pick-up:

First in economy! The magazine reports on over-all gas mileage, "In spite of the lowest gear, 4.11, and the largest displacement engine, the Dodge proved to be the most miserly, averaging 13.5 mpg."

First in payload! The article says, "All test drivers agreed that the Dodge was the best equipped of the three when it came to carrying a good load."

First in power! The magazine states, "... the Dodge had quite a hill climbing advantage over the other trucks."

First in styling! No mention of styling was made in the magazine's report, since it was a *performance* test. We'll leave that comparison to you—confident that you'll rate Dodge number one.

Make your own test of the four-way leader of the low-priced three, at your Dodge dealer's. Do it soon, and get his special 40th-Anniversary deal!

4-way leaders of the low-priced 3

DODGE *PowerGiant*s

garment should be wetcleaned unless it is quite certain some improvement will be made, and the customer should be consulted when such extreme measures are taken. After a garment has been wetcleaned it is most embarrassing to have the customer say, "I sent it here to be drycleaned, not washed," particularly if this statement is made in a small claims court!

There are many stains that we cannot remove. This does not mean that we should use this fact to cover all our shortcomings. Every effort should be made within the range of safety to the fabric but there are times when stained garments *do* become pass-ups.

Should it be spotted or passed?

There are probably no two spotters in existence who would make the same decision on classifying a stained garment as a pass-up. The following case histories may help the spotter in making this decision.

Case No. 1. A dress made of pure silk fiber. From its feel we know that it is "loaded" with sizing. There appears to be a dye stain of some type on it that will have to be spotted on the wet side. Should the spotter or should he not make this attempt?

He must first realize that the sizing present more or less "makes" the dress. The feel of this garment is very important to the customer. If spotting causes a loss of sizing in the spotted area, the spotter may end up with a sizing ring. This may even force wetcleaning of the entire garment with a complete loss of sizing and some shrinkage. This in turn means that the dress will have to be resized and the finishers will have a difficult time attempting to reshape the garment. Furthermore, on such a fabric there is a very good chance of pulling color from the fabric before the dye stain itself is removed.

After all this evaluation, I would decide to pass this stain—the risk is too great for what might be gained.

Case No. 2. A blue acetate taffeta. It has a rather large dark stain on it that appears lighter on the inside but is built up on the outer edge. The spotter suspects that the acetate dye has bled—and so it has. What's more, the odor quickly tells him that it is a perfume stain.

Without further ado, this becomes a pass-up. This stain is actually a movement of acetate dye that has been bled by the alcohol of the perfume (you may recall that "acetate dyes bleed very profusely in alcohol"). Nothing can be done to eliminate this stained condition.

Case No. 3. A print dress. Closer examination indicates that this print is somewhat raised on the surface of the fabric. There is a white spot on the dress that seems built up. It could be paint or merely a food spot.

When the area is sprayed lightly with the steam gun, this spot immediately seems to stand up against the base fabric of the garment. Had this been a food spot it would have disappeared. The spotter then knows that it is a pigment or paint stain.

Can we remove one pigment or paint without removing the pigment of the print? Not very likely. True, the spotter could begin his procedure for removing the paint but he would be on thin ice and would have to keep closely observing the pigment of the print for any effect the spotting agent was having on it. Needless to say, there is considerable risk, and many such spots of necessity must become pass-ups.

Case No. 4. A corduroy jacket—light tan in color and made of cotton. It is stained with a wet type of ink that seems to have been in the garment for some time. Should the spotter attempt its removal or not?

First he should ask himself if he will make the garment look better or worse for his efforts. If he merely bleeds part of the ink out, making the stained area even more noticeable, he has done the customer no favor. What's more, if some color is pulled in the attempt to take out this stain, the customer is not going to be happy merely because the spotter tried hard.

Here again, we must make a complete evaluation. It is very easy to crock off color when spotting corduroy. The direct dyes of wet inks are very fast on cotton. We may bleed some of this dye out but even though we use absorbents to pick up the dye as it bleeds, we may still find that the spot is even more noticeable for our effort. Also, any slight loss of color that becomes evident as we spot on cotton on the wet side is always more severe when the fabric is dry.

It might be well to talk this one over with the boss, who in turn might talk it over with the customer. Frankly, I have passed many such stains because experience has taught me that all too often my efforts did not result in improving the looks of the garment. I always got out much of the ink but the stained area ended up more conspicuous for my efforts.

Case No. 5. A green dress of "butcher linen." This fabric is actually rayon heavily sized to give the appearance of linen. There is a small yellow stain on this garment, close to the bottom hem. The stain appears to be caramelized sugar. And from what we know of this stain it is almost impossible to remove unless we can resort to bleaching. Yet here we have such a stain on a garment that will not tolerate anything wet without a sizing ring developing. Also, the green dyestuff is quite fugitive, so our limitation in this respect is as serious as the water-soluble sizing. And the stain itself is a very tough one!

Add all this up and I think most spotters will shake their heads in the negative.

Should it be wetcleaned?

Not only must the spotter decide what should be passed directly to the finishers without any spotting and what should be spotted, but he must also decide whether or not a garment should be wetcleaned. I have already stated my personal opinion that we should resort to wetcleaning the entire garment only when all other methods prove inadequate.

This is not to say that we will *never* wetclean a garment. Certainly there are still cases where such treatment is necessary. Let's try to visualize a few where wetcleaning the entire garment seems to be the only answer. Here again the decision will always be debatable.

Case No. 1. A dress quite generally covered with blood stains. The spotter had worked on these stains before drycleaning and thought he had removed the greater portion of them but he finds that after drycleaning much of the stain still remains. He could probably rework the stains on the board and reclean the garment. This might further improve the condition.

However, in considering the garment itself he sees that the fabric is an acetate sharkskin that wetcleans very well with a minimum of risk from shrinkage. Furthermore, the entire garment appears slightly grimy. Here, then, is a case where the complete

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... it's the heart of the Low-Boy Assembly. Steam-heated Chamber built into valve converts water of condensation into steam WITHIN THE VALVE ... before it reaches the iron. KEEPS UPRIGHT HOSE CLEAR OF WATER ... PROVIDES DRY STEAM. Simple, packless valve construction; stainless steel needle stem with TEFLON seat; air-cooled coil for continuous use.



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Eliminates overhead arms and suspensions ... provides unobstructed working area ... a necessity for steam-iron operation on an offset press. Assembly includes shielded steam chamber, Cissell solenoid valve, pilot light, switch, cord and hose support, and 5 feet of steam hose. Assembly for Steam-Electric Iron with Electric Thumb Switch and Water-Spray Gun includes condenser.



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evaluation of the problem would suggest that the easiest and most complete method would be to soak the entire garment in a digester bath, followed by wetcleaning.

Case No. 2. A lady's skirt. This entire garment is severely and quite generally stained. Some of these stains are dye stains. The garment also contains considerable ground-in soil.

The spotter could work the stains themselves on the spotting board, then use one of the spray spotters to spray down the heavily soiled areas. This would be followed by recleaning the skirt in the drycleaning washer.

However, this is an acetate fabric which could give some breaking when sprayed with a moisture solution followed by recleaning. But this skirt could be put down to soak for about an hour in a bath of water and synthetic detergent which would tend to soak out the dye stains as well as loosen up the ground-in soil. This soaking, followed by careful wetcleaning, light extraction, and drying on the wind-whip, would do the job quite satisfactorily — again without involving very much risk. In this case, then, wetcleaning might well be justified.

Should it be recleaned?

The load should be classified correctly, cleaned under the proper conditions of moisture, detergency, solvent, and with an adequate running time. Then when the load is looked over, those garments that are still rather soiled are picked out of the load, sprayed down in the soiled areas and recleaned.

Before the days of charging detergents it was unthinkable to wet an area of a garment and then toss it directly into the drycleaning washer. This is an added tool that the spotter years ago did not have at his disposal. Very often such spraying down and recleaning will further reduce the number of rejects in the load—and it is done with a minimum of risk and added labor. But, unless the solvent is kept clean there is some risk of redeposition of soil taking place in the sprayed areas.

Of course, such redeposition is more noticeable on whites. Hence this procedure is not advocated on whites unless the charged solvent is kept clean and free from accumulated dyestuff.

Recleaning, then, is often justified whether we use completely wet spotting agents or dry-side spotting agents before this recleaning. Let us consider the following cases.

Case No. 1. A car coat with heavily soiled areas in the sleeves. The ace-

tate lining is still very soiled. It shouldn't take long to realize that this garment must be recleaned. First the spotter will spray down the soiled areas of the sleeves with a spray spotter or some type of moisture-carrying prespotter or emulsion. On the acetate inner lining he may even get better results by brushing down the soiled areas with the spray-spotter solution or emulsion.

There is the risk of causing some bleeding from the insulating filler material inside the jacket. The addition of some salt and 28 percent acetic acid to the spray-spotter solution very often will help keep the dye of this filler from bleeding.

Once the heavily soiled areas have been sprayed or brushed down, the jacket should be put in a rerun load. If necessary, it can be placed in a high moisture run such as a pants load. It also should be given a good running time of from 30-40 minutes in a petroleum washer or 20-30 minutes in a synthetic unit.

Case No. 2. A pair of woolen trousers. These are heavily soiled in certain localized areas such as around the pockets, the seat area, etc. In such a case merely spray-spotting without resorting to brushing is usually sufficient. Again, the garment is recleaned in an appropriate load in which a proper humidity factor is obtained as well as a good running time.

Case No. 3. A pair of rayon gabardine trousers. This garment is stained with food stains as well as what appears to be a spot of blood. The spotter can take out these stains on the board, but then his problem is to get the areas dry before a severe spotting ring develops.

In this instance the drycleaning washer and the charging detergent it

contains can do a complete "feathering out" job for the spotter. While the trousers might be tossed into a tumbler to dry, there is still less likelihood of ringing by recleaning this garment. And so sometimes recleaning is justified as an aid in spotting.

Case No. 4. A light tan cotton jacket. This has some very dark to black-looking stains on it that appear in something of a group. It looks as if this garment had been splattered with a heavy tar or grease of some type. Normally, the drycleaning procedure will effectively remove oil or grease such as this but these stains are very heavy and probably contained a certain amount of graphite, so that the cleaning procedure in itself was not sufficient to do the job.

Had the spotter known these stains were present before drycleaning, he most certainly would have prespotted them and no doubt could have completely removed them. But he didn't see them before cleaning so there is now a reclean job to do on this jacket. What's more, he will have to use a heavy-bodied dry-side paint remover to relubricate these stains. With this assistance in spotting, recleaning will make this garment a pass-up.

So far the spotter has not gone to work on those garments rejected for processing in the spotting department alone. But he has engaged in one of the most important phases of the spotter's job; namely, that of correct evaluation or decision. This has taken some time but it has been time very well spent because he has done what is good for each garment inspected—or at least, he hopes so!

The next article will discuss learning how to interpret clues as to what the stain is, how to place it in a spotting category, and then the procedure to use in removing it. # #





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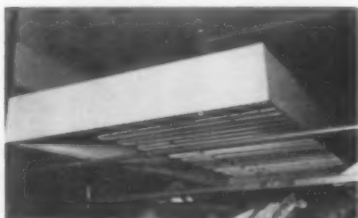
*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

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GADGETS and GIMMICKS

Neon Tubing Reduces Glare



Neon tubing installed in a wooden shell reduces the amount of glare for operators in the spotting department at Phoenix Cleaners, Rockford, Illinois.

Alternating neon tubing in red, white and blue colors—similar to the lighting instruments used by some draftsmen—was installed in a wooden frame. The box measures 3 by 5 feet and was placed on metal supports over the slickrail area.

Operators find that the combination of colored lights minimizes glare.

Portable Display Racks



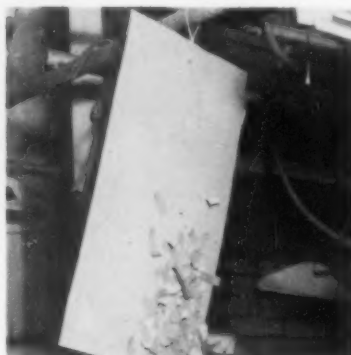
Wooden easels were constructed for display posters used in the call office at Phoenix Cleaners, Rockford, Illinois.

The easels were built by the plant-owner out of scrap lumber. They cost about a dollar each. The wooden easels show off to better advantage display counter cards advertising blanket service, storage and other facilities of the plant. Previously, cards and posters were set on the floor or on the counters. Often they were knocked over or soiled.

The easel gives a more professional

touch to the display material and is easy to move.

Sticky-Tape Disposal



Pressure-sensitive tape identifying areas of garments for refinishing is difficult to sweep up off the floor. The problem has been solved at Birk-Fellinger-Iralson, Chicago, Illinois, by furnishing each operator with a piece of cardboard hung next to the finishing equipment.

The operator removes the tape from the garment and places it on a cardboard catch-all instead of dropping it on the floor. This makes it easier to keep the department clean and orderly.

Easy to Move



All heavy drums and supply containers at Old English Cleaners in Glendale, California, are positioned on simple wooden bases fitted with swivel castors. As a result the heavy containers are easily moved.

Owner Hal Zell has also placed large metal eyelets at the side of each dolly so that a long pole with a hook on the end may be used to pull the containers easily about the plant. A large garbage can is used to hold the filter powder bag.

Keep It Cool

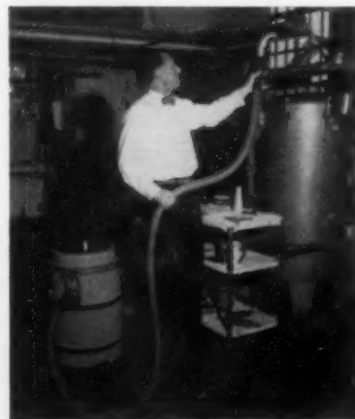


Two large skylights provide supplementary illumination at Old English Cleaners in Glendale, California. They also help to cool the plant, as well.

Both ventilators are raised by endless chain, such as is used on a chain hoist. A heavy rod with a spiral groove is raised through a gear box, shown on the skylight frame, to provide the desired opening.

As the hot air rises, it escapes through these openings, and the plant stays cool even on the hottest days.

Keep It Clean



A portable tank-type vacuum cleaner enables Hal Zell of Old English Cleaners in Glendale, California, to keep his plant spic and span. The West Coast cleaner is shown demonstrating his use of the commercial-type vacuum with a curved tip attachment to clean dust and lint off pipes. Lengths of interlocking aluminum tubing fit to the hose of the vacuum and permit cleaning the high places easily.

Mr. Zell also keeps an overhead fan which sits on the pipes free of dust during the winter months by covering it with a polyethylene suit bag. It saves cleanup time come summer.

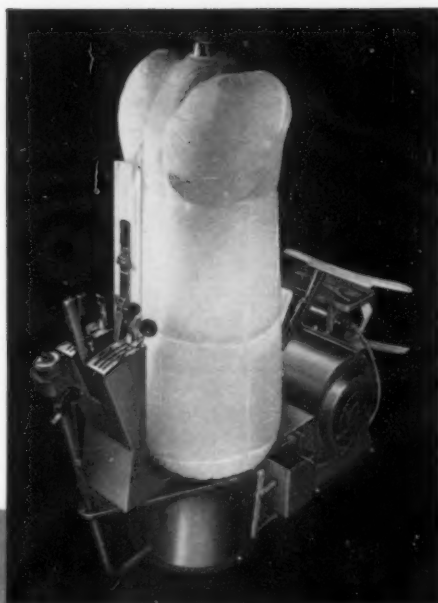
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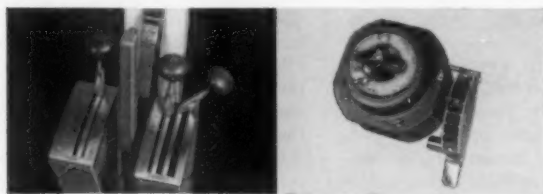
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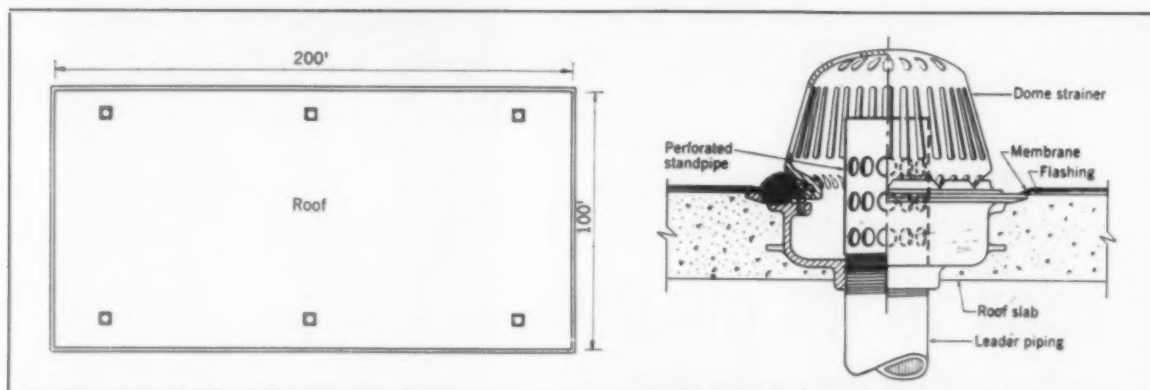


Fig. 1 (left). Typical arrangement of roof drains to afford complete drainage. Fig. 2 (right). Modification to roof drain to provide retarded flow

Storm Drainage Systems

Suggestions for dealing with unwanted water

By JOSEPH C. McCABE

HEAVY SPRING RAINS drove home the advantages of adequate storm drainage systems to many a drycleaner this year. Drainage is of first importance in this day and age of drive-ins, and should not be left to chance.

Every new plant should be provided with a storm system that will receive the rain water at the roof level and conduct it from there to a city-owned storm sewer, dry wells, a stream or what have you.

Storm drainage requires considerable thought and design effort to produce the best and most economical system. Here is what is involved for flat roofs.

The first factor bearing on storm drainage systems is the amount and rate of rainfall expected in the vicinity of the proposed project. This information can usually be obtained from the local plumbing authorities or is available in tables on Rainfall Intensity-Frequency Data, as issued by the United States Department of Agriculture. These tables supply rainfall data for areas in all parts of the country.

Once you know the frequency and rate of rainfall and the square feet of roof surface, the diameter of the storm-water piping needed can be calculated. Various tables have been worked out to assist the engineer in his design work. Suggested tables that can be used for this purpose are contained

in the National Plumbing Code. Local plumbing codes also generally contain helpful tables.

Spacing of roof drains

Where should the roof drains be placed on a flat roof? The rainfall tables indicate the diameter of vertical leaders required for a prescribed square-foot area of roof surface, based on the prevalent rate of rainfall in inches. A number of drains are needed when small-diameter roof drains and leader piping are used. Fewer roof drains are needed as the diameters of the drains and leader piping are increased.

Fig. 1 represents a typical roof surface and suggests a method of arrangement in roof drains. Here 4-inch-diameter roof drains have been used and, it will be noted, are evenly spaced. This particular method prevents the accumulation of puddles on the roof after a storm. (Even though the roof is flat, there will always be uneven areas on the surface where the water will remain for a number of days until it is dried up by the process of evaporation.)

With the greater number of smaller-diameter drains the occurrence of puddles is greatly reduced, and the entire surface is drained rather easily. A lesser number of large-diameter drains will not drain the roof area as

thoroughly. The decision on the number and diameter of roof drains to be used rests with the engineer and is based on the specific needs of the plant.

Types of roof drains

After the number and spacing of roof drains have been determined, the next step is to select the appropriate type of roof drain. For flat roofs there are numerous types of drains from which to make a selection. Fig. 2 illustrates one of the types commonly used. No matter what the special requirements may be, roof drain manufacturers have drains that will satisfy even the most unusual needs. In addition, roof drains can be furnished in one of several materials or compositions to comply with the wishes of the owner or architect. When necessary, a material can be used to withstand the corrosive action of the impurities found in the air at certain locations.

We have been told that in areas where flash storms develop it is wise to install roof drains that are undersized for the rain load imposed. The storm-water piping is then also undersized in the same proportions. This causes the roof to act as a reservoir for the water during severe storms. The result is that flow of rain water is retarded and although it will take longer for the roof to drain, greater

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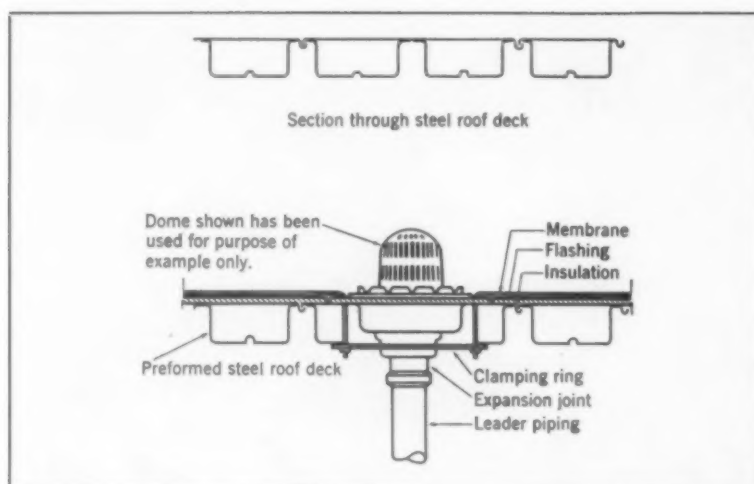


Fig. 3. Typical installation of roof drain in preformed steel roof decking

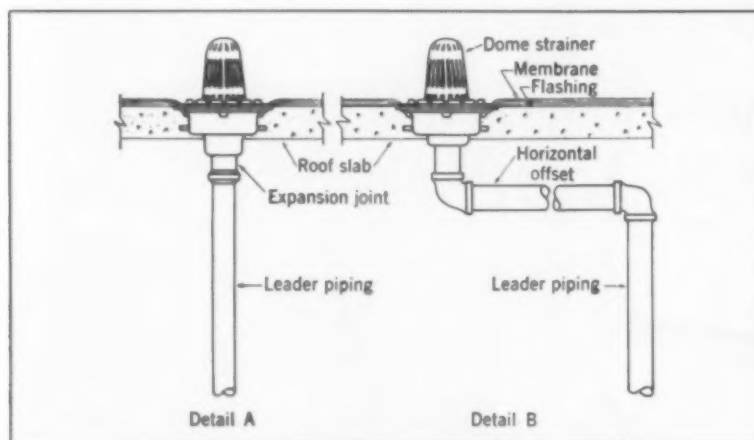


Fig. 4. Suggested methods of compensating for expansion and contraction

savings are realized by furnishing small rather than the larger-diameter pipe.

Moreover, by prolonging the time needed for the roof to drain, the outside storm system in the street will also benefit from the reduced concentration of rain-water flow. This is an important consideration since many of the present outside storm systems are undersized and inadequate for the many new buildings being erected.

Where there is a system of sufficient size for the prevalent rainfall, but a retarded fall is required for any reason, it can be accomplished very easily. The roof drains are simply equipped as shown in Fig. 2.

Here, the roof drain is of the regular type generally used for flat roofs, except that a perforated standpipe is inserted into the drain. The purpose of the standpipe is to retard the flow of rain water discharged into the piping system. If a 6-inch drain is required for the particular area of roof

to be drained, then perforations equal to the effective open area of 4- or 5-inch pipe can be furnished in the standpipe. Depending on the number and size of perforations, any rate of flow can be accomplished.

The roof in this case also acts as a reservoir for the rain water during a heavy storm. An advantage of the standpipe is that it governs the amount of water build-up on the roof. When the water exceeds the height of the standpipe, it will overflow into the standpipe and is then discharged at a rate for which the size of drain was intended.

If for any reason, at a later date, the owner wants the roof drains to function at the rate for which they were sized, it is necessary only to remove the standpipe.

This drain also has application where it is desired to maintain several inches of water on the roof for cooling purposes. This idea of leaving the roof under water in summer months

has been used by some industries to combat the sun's heat and is said to work well.

Roof construction materials

Tremendous strides have been made in lightweight roof construction. Concrete slab, concrete planks and preformed steel decks offer the biggest problem so far as the installation of the roof drain is concerned.

Fig. 3 shows a typical roof-drain installation in such construction. The type of steel roof decking illustrated here is known as Fenestra. (It is used only for the purpose of example.) When preformed steel decking is used, a hole must be cut in it to allow for the installation of the drain. It is recommended that the hole be cut in a strong point of the decking. When in doubt as to where to provide the hole in any type of preformed steel roofing, it is suggested that you consult either the structural engineer designing the roofing or check with the manufacturer of the particular material.

Connections to roof drains

Roof drains are equipped with either a caulked or threaded connection depending upon the material used for the piping system. The materials most generally employed for the piping system are cast iron, galvanized wrought iron, galvanized steel or copper tubing, as determined by the engineer.

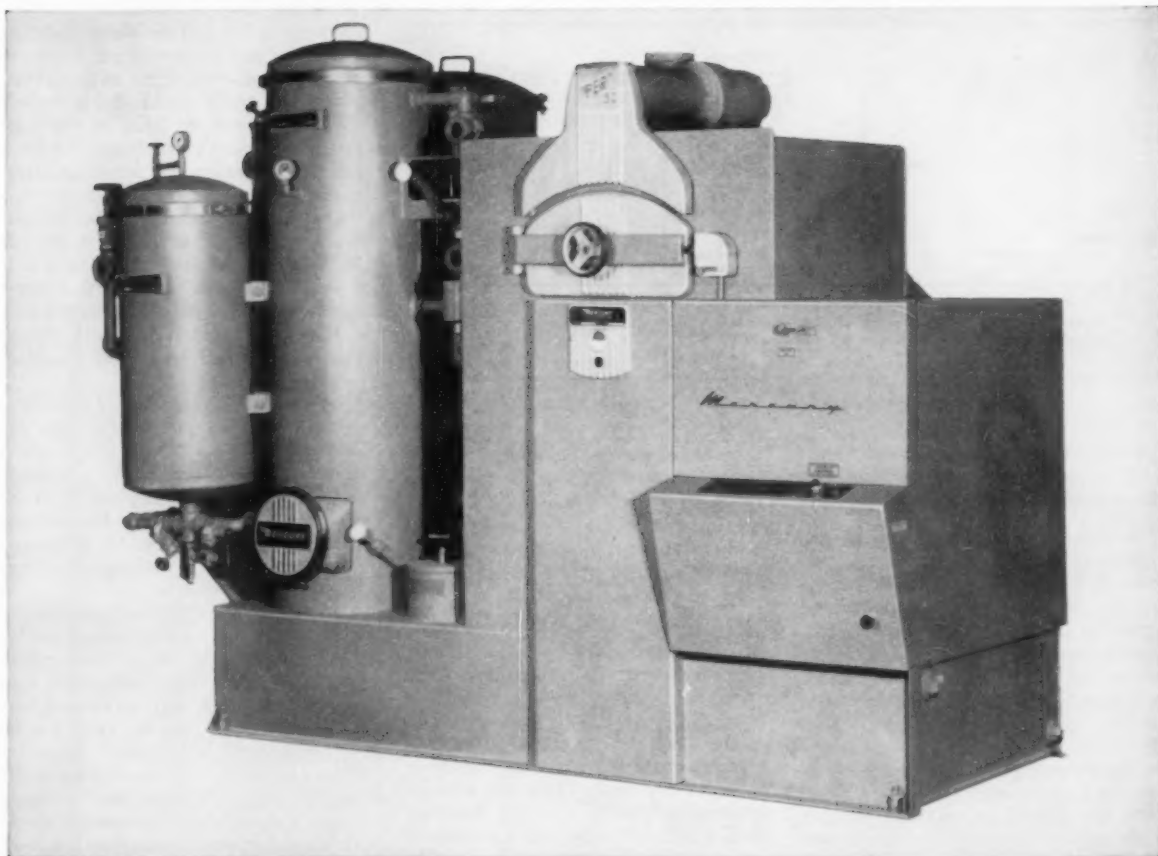
Expansion and contraction

Expansion and contraction are factors that must be given some attention with storm drainage systems. Most expansion is caused by a roof that heaves when it is heated and contracts when it cools off. When this condition becomes a problem one of several methods can be used to prevent rupture of the roof drain connection. Fig. 4 shows two suggested methods.

In most cases, the movement can be taken care of by offsetting the piping from the vertical leader to the roof drain as shown in detail B of Fig. 4. This piece of horizontal piping is generally sufficient to compensate for any movement.

Another method makes use of an expansion joint that is an integral part of the roof drain, as shown in detail A of Fig. 4. This method is used when it is impossible to offset the piping. The sleeve of the joint slides in the direction required to take up the motion. Thus, the danger of rupture to the connection is removed.

Continued on page 88



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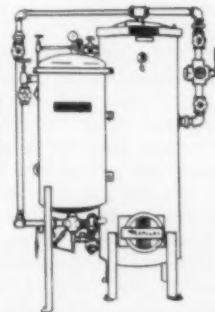
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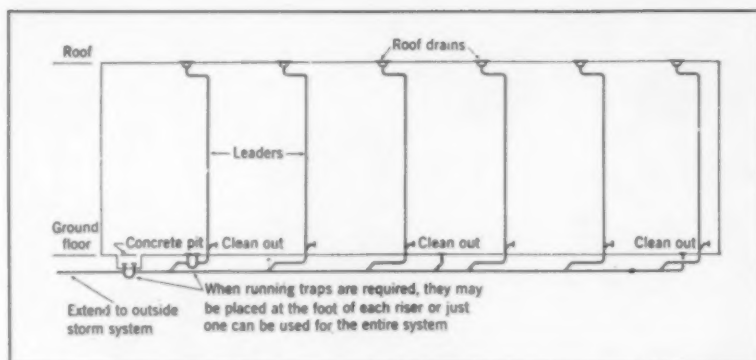


Fig. 5. Arrangement of storm water system for single-story building

Continued from page 86

Arrangement of storm-water piping

A storm-water system may be installed as an independent system or combined with the sanitary system within the building. An independent system is preferred, because when the systems are combined and a stoppage occurs in the sanitary system there is always the danger of the rain water backing up and flooding the lower levels of the building.

The system portrayed in Fig. 5 is one for a single-story structure. Clean-outs are placed at the base of the vertical risers to clear any obstructions that could cause stoppages. The underground piping is carefully installed and connects with the outside storm system in the street or other point of discharge. Cleanouts are also provided every 40 or 50 feet along the underground line to clear the debris or deposits of sand or grit that often accumulate.

If running traps are required, they may be placed at the foot of each riser. Or just one trap is installed in the line near the building wall, as shown in Fig. 5, to serve the complete system.

Rainfall disposal

If your plant is so located that natural discharge means cannot carry the water off, dry wells are usually employed. Dry wells are perforated concrete structures of a predetermined capacity into which the rain water is conducted (Fig. 6). The dry wells serve their purpose by receiving and holding the rainfall which then drains into the earth as fast as the percolation rate of the soil will allow.

A common size for dry wells is approximately 8 feet in outside diameter. However, they can be built in larger diameters for installations where holding to this diameter would require an unreasonably large number of units.

Dry wells should be spaced as far apart as possible, with a minimum spacing, center to center, of 10 feet plus the diameter of the dry well. The bottoms of the dry wells must be kept at least 2 feet above ground-water level.

Dry wells are usually constructed of concrete cesspool blocks or precast concrete units. Both of these have specially designed holes to provide leaching of water into the soil, while at the same time preventing the outside soil materials from working back into the dry well. They can also be built with regular concrete building blocks laid with the holes horizontal or even with fieldstone laid up without mortar. However, the first mentioned construction is preferred.

Tops are most usually reinforced

concrete slabs, but in deep installations they can be reinforced concrete cones or corbelled brick with mortar joints. Dry wells should be provided with an access manhole in the top so that sediment collecting in the bottom can be removed if it accumulates in quantity.

Dry wells should be back-filled on the outside with a 6-inch width of $\frac{3}{4}$ - to 1 $\frac{1}{2}$ -inch gravel, below a point 6 inches above the inlet level. A similar layer of gravel should be placed in the bottom, inside the wall fittings. The walls should be set on concrete footings for stability.

The leaching capacity of the dry well can be figured on the basis of the outside area of the gravel surrounding the wall below the inlet and varied by increasing the depth. It is usually best not to include the bottom area as this becomes silted in time and thus reduces the leaching capacity below that required.

Dry wells carefully and generously calculated, as suggested, and properly constructed should do a satisfactory job of disposing rain water into the ground, provided soil conditions on the site are such that the ground will readily accept the water. Properly sized and constructed dry wells should function with little or no maintenance except for the possible occasional need for removing silt accumulated in the bottom. Even this should be a minimum, if the site drainage inlets used are of the catch-basin type with sediment traps in the bottom. # #

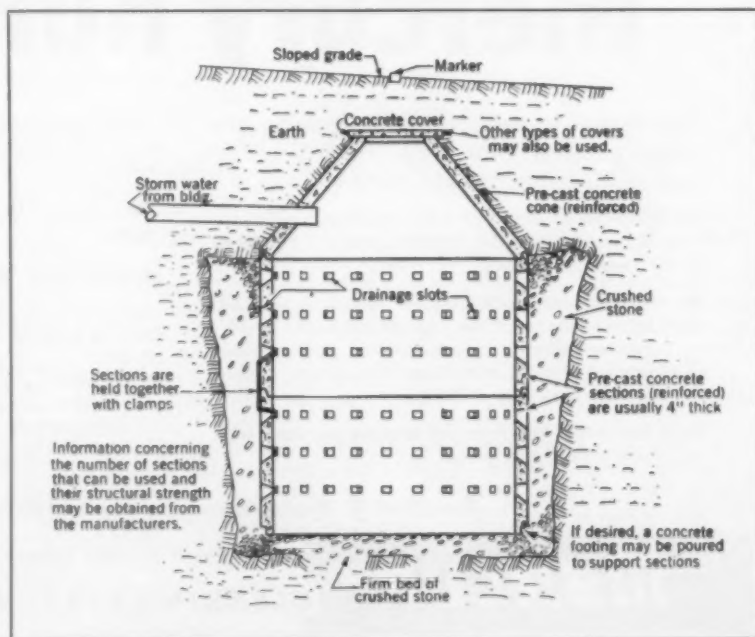


Fig. 6. Installation details of dry well constructed of precast concrete sections

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ASSOCIATION NOTES

News From the Dakotas: Mrs. Claude Steele, Britton, S. D., retiring president of the Dry Cleaners Association of the Dakotas, presided over the group's recent two-day convention at Mitchell, S. D. Featured speakers during the convention included Max Zimmerman, Zimmerman Products, on "Cleaning and Finishing of Orlon-Dynel Pile Coats"; Dr. J. C. Alexander, director of research, Adco, Inc., on "The Use and Control of Moisture in Charged Systems"; Paul Jacobsen, Wallerstein Co., on "Sizings—What, How, Where, When and Why"; Dutch Rothe, National Institute of Drycleaning, "Sporting Materials and Techniques," and Victor Oakley, Sta-Nu Corporation, Chicago, Ill., on "The Art of Management and the Science in Selling."

New officers elected are: Henry Perron, Mobridge, succeeding Mrs. Steele as president; Edward Belatti, Watertown, vice-president, and Arden Brower, Huron, secretary-treasurer. Mrs. Steele, as immediate past presi-

dent, becomes director of the board. Sectional vice-presidents elected include Warren Lindquist, Watertown; Mel Whitman, Vermillion; Karllye Gaertner, Freeman; Vernon Marlyst, Rapid City; N. J. Stenstadvold, Oakes, N. D.; Arthur Peterson, Devils Lake, N. D.; and Ernest Martinson, Harvey, N. D. Mr. Peterson and Mr. Martinson were reelected.

##

Cleaning Clinic: The Wisconsin & Upper Michigan Drycleaners Institute held its annual mid-season clinic recently at the Madison Steam Dye Works, Madison, Wis., with 114 plant-owners and their employees attending.

The meeting featured actual operations with class instructors: Jim Washburn of Washex, Inc., and W. Hammergren of Emery Industries, Inc., on cleaning; Frank Amis of Adco, Inc., Harry Kegel of Minnesota Chemical and Arthur Orcutt of R. R. Street & Co., Inc. on spotting; Florence Mathews of Toronto, Canada, and Toland Atkinson of New York on wool finishing; Everett Stevens of Excelsior Machinery Co. on silk finishing; A. J. Jordan of Emery Industries on promotion, and Jim Fitzgerald of Herb. Fitzgerald Co. on assembly, efficiency and plant layout.

Surprise guests were F. B. L. Johnson and son, P. B. L. Johnson, of Johnson Bros. Cleaners, Ltd., Liverpool, England, and Herbert Brownlee of Brownlee Associates, Bethesda, Md. Mr. Johnson gave a short history of the Johnson Bros. operations beginning in 1817. The meeting was considered a great success, judging by high attendance and interest displayed in the presentations.

##

Minutes Recorded: The Huron-Georgian District of the Dry Cleaning Institute (Ontario), Canada, recently held a meeting in Hanover. A film was shown depicting the procedure in a modern cleaning plant and D. Hartley Currie, managing director of the Institute, gave an address urging manufacturers, buyers and cleaners to cooperate in an effort to give the best service possible to customers.

Cleaners and launderers should "tell the public what services they can perform, rather than calling attention to the rare exceptions which cannot be

safely and consistently done," emphasized Paul Jacobsen, Wallerstein Company, as guest speaker for the Northeast Louisiana Institute of Cleaners and Launderers. Representatives from New Orleans, La.; Memphis, Tenn.; Jackson, Miss., and Dallas, Tex., attended.

Hal Bellinson, director of standards of Cluett, Peabody, shirt manufacturers, gave a talk on "wash 'n wear" at the New York State Launderers & Cleaners Association Central District meeting held recently in Schenectady. President George De Carlo was host at the meeting.

"Promotion is the art of doing something a little bit different and a little bit better than anyone else," former baseball executive Bill Veeck informed members of the Cleveland Cleaners Institute at a recent monthly meeting. President Ben Orlove introduced Leonard Axelband of the advertising firm of Axelband & Brown & Associates, which has been appointed new public relations representative for the CCI.

##

NCA Notes: Joe Bauman has been appointed field representative for the Neighborhood Cleaners Associations covering New York State, Auburn and east. He will also have a limited New York City assignment. Field representatives are required to visit NCA members three times a year.

A finishing course which will consist of demonstrations and lectures is being developed by William Seitz, NCA School Director, and Nathan Cummings, management counsellor. The course will teach not only how garments can be satisfactorily finished quickly and at low cost but other aspects of finishing such as proper equipment, good layout, efficient maintenance of equipment and flow of work. NCA members will have a chance to see a capsule demonstration of the course at regular statewide meetings.

##

Election Roundup: Leonard R. Viner of Arcade-Sunshine Co. has been elected President of the Laundry-Dry Cleaning Association of the District of Columbia. Other officers elected were: Reginald H. Pledger, Manhattan Co., vice-president; Wilmer H. Balderson, treasurer, Vergne W. Potter, assistant



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450 NORTH SENECA • WICHITA, KANSAS, DEPT. 10

SOLD THROUGH AUTHORIZED DEALERS ONLY

treasurer. Elected to the board for two-year terms were: George P. Bergmann, Bergmann's Laundry, and Roland H. Berger, Quality & Service Laundry.

#

Idaho Group Convenes: The annual convention of the Idaho Launderers and Cleaners Association was held recently in Boise. Brooklyn Harris, Glendale, Calif., of the National Institute of Drycleaning, told the members how fabric damage is handled in the laboratories operated by the Institute. There were addresses of welcome from the state president, Elwood Hopkins, and Boise Mayor R. E. Edlefsen.

New officers elected at a recent meeting were: Ed Bierl, Salmon, president; Roy P. Isham, Pocatello,

first vice-president; Lewis Wheeler, Mountain Home, second vice-president; John Baird, Boise, secretary-treasurer. The following were elected directors: Jim Johnson, Burley; Duffy Daldolph, Boise; Chuck Musiel, Orofino; Orville Kitts, Weiser; Eddy Pederson, Idaho Falls; Gordon Nelson, Idaho Falls; Dale Henman, Twin Falls.

#

Chicago Cleaners Award: Joe Simon, president of the Chicago Dry Cleaners Association, recently presented Dorsey Connors, famous NBC television personality, with a special gold hanger award. The inscription on the plaque reads: "To Dorsey Connors—who, next to the drycleaning industry has done more for the garment hanger than anyone else in the world."

#

Production Conference: The Dry Cleaners Guild Division of the New Jersey Laundry and Cleaning Institute is planning to put on a one-day production conference in cooperation with the educational department of the National Institute of Drycleaning on October 26. Arrangements have been made with the Essex House in Newark, N. J.

TV Programs: The Kawartha Division of the Dry Cleaners Institute (Ontario) has started a TV program every Wednesday afternoon over CHEX-TV. On April 7 the Huron-Georgian Divisions started a TV program on CKNX-TV, Wingham. The program is an afternoon women's program with five minutes of advertising every Monday and Thursday.

N.I.D. NEWS

NID Issues New Fabric Reference: Probably the most comprehensive reference ever compiled on modern fabrics, their selection, care and behavior in drycleaning was published recently by the National Institute of Drycleaning. Called "Focus on Fabrics," the volume was written by Dr. Dorothy Siegert Lyle, well-known fabric authority on the NID staff for the past 10 years. The handsome white-and-gold volume of over 500 pages, which took two years to compile, is truly an encyclopedia of fabrics.

Part One, "Selection and Care of Fabrics," contains definitions of textile and fabric terms, special finishes, fabric color and design, constructions, coated fabrics, knitted and fur-type pile fabrics, nonwoven fabrics, etc. All descriptions are illustrated with 174 actual fabric swatches.

The second portion of the book, on "Fabric Behavior in Drycleaning," is illustrated with 100 black-and-white and 51 color photographs taken from actual garments in NID's analysis department. This section discusses such topics as loss or change in color, dye bleeding, dimensional change, loss of finish, and spot and stain removal. It covers many of the usual and unusual types of fabric damages.

"Focus on Fabrics" is available from the National Institute of Drycleaning, 909 Burlington Ave., Silver Spring, Maryland. The cost per copy to members, colleges, universities, textile trade and retail stores is \$27.50. The price to nonmembers is \$35.

New Field Representative: Myron Moser will be calling on drycleaners in Michigan and Missouri as the newest field technical representative of the National Institute of Drycleaning.



For the past 12 years Mr. Moser and his father have operated the Valparaiso (Ind.) Drycleaning Works. Mr. Moser attended Purdue University in LaFayette, Ind., for three years, and served in World War II. In 1946 he was graduated from NID's fifty-seventh general course.

Mr. Moser joined the Institute staff April 9, 1958, and spent several weeks in training at Silver Spring. Then he began calling on Michigan drycleaners with fieldman Walt Milan, who is currently covering that state. Next Mr. Moser will be visiting plants in Missouri, which was last covered by Vic Towner in 1955.

Back-Home-Day Program: Plans for 1958's annual reunion for alumni and friends of the National Institute of Drycleaning have been announced by members of the Alumni Society's Alpha Chapter who will serve as a general committee to formulate the mid-August event. Sessions will be held the weekend of August 8-10 both at NID headquarters in Silver Spring, Md., and at the Shoreham Hotel in nearby Washington, D. C.

The weekend will open with a "Hello Party" Friday evening, August 8. Next morning a "Grads Breakfast" will provide an opportunity to hear speakers talk informally about industry problems. An open house and tour of NID and the Institute Cleaning Plant will follow. A business meeting of the Alumni Society will conclude the morning program.

The Saturday afternoon sessions in the Institute's lecture hall will be chairmaned by Ed Glover, vice-president of Alpha Chapter. The session will feature talks on "Wash and Wear"; "What To Do With Box Storage"; "Public Relations in the Plant," and "Are You Making Enough Money?" The latter will be a discussion by an accountant who specializes in drycleaning plants.

The social part of the weekend reunion will be highlighted that night with a dinner-dance at the Shoreham Hotel.

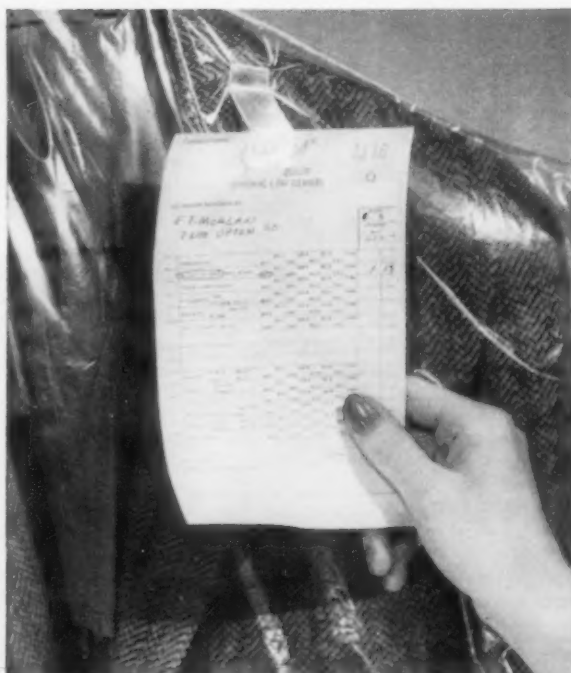
Sunday morning, also at the Shoreham, Ken Faulkner, Alumni Society

Continued on page 94

Quick Trick: "SCOTCH" Cellophane Tape holds tickets and protects the polyethylene bag!



Driver's copy pops out—no damage to bag!



Customer's copy lifts off—no damage to bag!

SEE HOW EASY! Here's the quick, simple way to attach work tickets—and remove them—without damaging polyethylene bags. Just slip the bottom ticket a quarter-inch higher than the top ticket and attach both at once with a short strip of transparent "SCOTCH" Cellophane Tape. Both tickets stay put, even when the bag is jostled in the truck or removed from a crowded rack. On delivery, your clerk or driver simply lifts the top ticket and takes out his copy from underneath, while your customer pulls off both the tape and her copy. No damage to the bag—it *stays* reusable to give you an extra sales feature. *You'll save ticketing time and money, too!*

See your supplier now for "SCOTCH" Cellophane Tape and the tape-saving Definite-Length Dispenser M-92 that delivers pre-measured lengths at a touch of the lever!



REG. U.S. PAT. OFF.
SCOTCH
BRAND

Tapes for the CLEANING INDUSTRY

"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 5, MINN. EXPORT: 33 PARK AVENUE, NEW YORK 16, CANADA: LONDON, ONTARIO

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



WALK-THROUGH AISLE

Continued from page 56

ble old-fashioned glass or a 12-ounce water tumbler. Over 5,000 glasses were given away during that period.

Base price at Gold Medal is \$1.45 for a suit or plain dress, 75 cents for trousers or skirts. Shirts are priced at 25 cents apiece.

Draperies—which call for plenty of promotion in the months to come—are priced at 7 cents a square foot lined, 6 cents unlined and 8 cents if lined with heavy interlacing at the top.

The entire promotional campaign was planned by an outside source that prepared the direct-mail pieces, planned the newspaper advertisements and organized the distribution of glassware. Window pennants and banners were also purchased. The affair cost around \$2,000.

Major giveaways including a bicycle, an electric mixer, electric shavers and kitchen equipment were displayed in the call office. Customers were supplied with application blanks entitling them to a chance on the drawing at the end of the two-week period. A clown distributed candy and gum to the children during the first three days.

Throughout the first two weeks of operation the plant processed approximately \$8,000 worth of drycleaning based on regular plant prices.

Shirts in the new plant are packaged with crushproof collar supports, a board and band. They are inserted in cardboard boxes designed for either two, four or six shirts. Although the plantowners are spending considerably more for packaging than they previously did they feel justified by the fact that customers are now getting a better-looking product.

Installation of equipment, excluding purchase price of the building, was about \$100,000. The cleaning machine and drapery pleating unit were installed near the counter at the back of the plant so that customers could see every phase of the operation while walking through.

The plant owners plan to install a public address system at the rear counter. When customers walk in for a pickup, the attendant can call to the front counter for the customer's order number on the conveyor. Then the order can be dialed manually from the rear of the conveyor.

The new plant has been organized

around a functional layout of equipment—planned well in advance of the opening. By letting people see the operation and designing the plant like an exhibition room, the plantowners have taken a big step toward acquainting new customers with various services. This makes for new friends—who develop into new customers in no time at all. # #

N.I.D. NEWS

Continued from page 92

vice-president, will chairman an educational session to discuss three topics:

"Sales Peaks and Valleys" will describe the changes in today's drycleaning volume pattern and how the alert drycleaner can make advance plans to compensate for them.

"Hiring the Handicapped" will discuss a practical solution to today's employment problem.

"Research Working for You" will be a summary of the latest NID research activities as described by Dr. Joseph R. Wiebush, research director.

The last session on Sunday afternoon will feature a panel to discuss "Suedes and Leathers." Moderated by an Institute staff member, the panel will feature a representative from The Tanner's Council, a department store buyer, a drycleaner who handles leathers, and a well-known leather expert.

Further information about Back-Home Day, registration details, etc., are available from the NID Alumni Society, Silver Spring, Md.

#

Summer Courses: Two two-week courses in the theory and practice of finishing garments will be given at the Institute this summer. Ross A. Wright, finishing authority and long-time Institute instructor, will conduct the major portion of each course, assisted by other NID staff members. The two-week course in wool finishing will run from July 7 through July 18 and be followed by a two-week course in silk finishing.

A one-week course in the techniques of cleaning and finishing all types of leather goods will be given August 4-8, with the class limited to 20 students.

Each course is open to NID members and their employees.

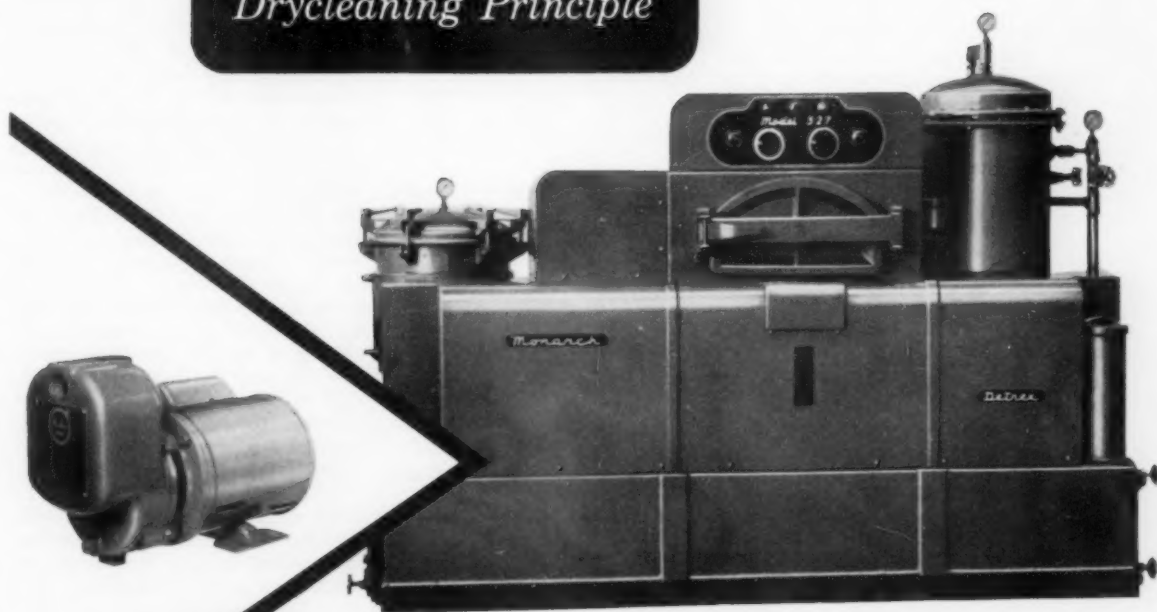
The ninth Educational Conference for associate members will be held August 25-29, with concentrated courses covering the high points of the general course and management course. It is open to any NID associate member or bona fide employee, with enrollment limited to 24.



Top: Counter was located at rear of plant for convenience of customers who park. Above: Cleaning unit and drapery pleating machine are adjacent to counter at rear

DETREX

*Introduces New
Drycleaning Principle*



MARLOW PUMPS *selected as Standard Equipment for New 35 Pound Detrex Monarch Units!*

The Detrex Swirl-Spray Rinse Monarch 527R employs a *completely new* drycleaning rinse principle. This new machine, one of three 35-pound capacity units produced by Detrex, combines the advantages of single-bath operation and batch-rinse with the functional advantages of *extraction* rinse.

The cleaning action of the new Swirl-Spray Rinse Monarch is excellent. Spotting, wet cleaning and re-runs are reduced to a minimum. A spray ejector, mounted on the drum shaft in each of the two drum compartments, provides a full, 360° rinse-spray action that *automatically* adjusts to the load size. An efficient Marlow self-priming, centrifugal pump, one of two used, delivers clean solvent to the unit at all times. In fact, *every one of the complete line of Detrex drycleaning units uses Marlows* for dependable solvent handling.

For many years, Marlow Pumps have helped make good drycleaning equipment *better!* Marlow drycleaning pumps are specially engineered for the job. A

patented, mechanical seal eliminates shaft leakage. There's no solvent loss — floors stay dry and clean. And—Marlows handle petroleum or synthetic solvents with equal ease. Fewer shutdowns, less maintenance, space-saving design, sturdy construction, quiet operation — are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



DIVISION OF

BELL & GOSSETT CO.

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

LEGAL DECISIONS

By A. L. H. STREET

Employee Burglary

Does an "employee" cease to be such when he returns after working hours and burglarizes his place of work?

This question was involved in a case decided by the Michigan Supreme Court. (*Century Indemnity Co. v. Schmick*, 88 N.W. 2d 622.)

A gasoline service station attendant returned at night and stole \$1,202.02 from a place where the employer had hidden it. The attendant's duties concerning the cash were limited to receiving it and use of the cash register during business hours.

The insurance company had issued a policy insuring the employer, as operator of the station, against burglary losses. But the policy contained a provision that the insurer would "not be liable for theft or burglary committed by an employee." Not knowing that the burglar was the insured's employee, the insurance company paid the loss, but later sued to compel a refund.

In approving dismissal of the suit the Supreme Court reasoned:

"If the insurance company desired to exclude coverage of acts of employees occurring during or after hours of employment it could have easily said so."

The insured "was an ordinary businessman and as such would place ordinary interpretation upon the language of the policy of insurance. Certainly an ordinary layman would not have construed the word 'employee' to mean other than during the period when he was acting in the work of the employer and during the time he was being paid for his services."

"The thief in entering the station when it was closed could not be considered to be acting in the work he was employed and paid to do. He was not an employee within the meaning of that term as used in the contract of insurance at the time of the burglary. . . . The insurance company having accepted the premium, and drafted the contract of insurance, cannot now say that it intended the language of the insurance contract to mean an employee while working or otherwise."

This decision does not solve the question of whether a cleaner is liable to a patron for loss of garments stolen by an employee. But it would seem that a cleaner is not bound to foresee that a particular employee will return after the plant is closed and steal gar-

ments. If reasonable precautions are taken to guard against burglary, the cleaner should be no more liable than if a stranger were the offender.

But, if an employee purloins a garment or any other property of a patron which authorizedly is in the possession of an employee, the cleaner may be liable, as in the case of a deliveryman stealing a garment which has been entrusted to him for delivery or redelivery.

However, a cleaner is not liable for theft of valuables, inadvertently left in garments by the owners, by employees whose duties do not include search for such valuables and delivery to the employer. This decision was rendered by the California Supreme Court in the case of *Copelin v. Berlin Dye Works*, 144 Pac. 961.

Two Insurance Questions

Does an insurance company have the right to cancel a policy and to assert insufficiency of proof of loss?

Most courts today would agree with a decision made many years ago by the California District Court of Appeal, Second District (Los Angeles) in the case of *Lauman v. Concordia Fire Ins. Co.*, 195 Pac. 951.

The plaintiff was a cleaner whose customers were independent roumen operating their own trucks.

The plaintiff sustained a fire loss under a policy which covered three items: (1) office fixtures, equipment, etc., (2) merchandise of every description specifically including property left with plaintiff in trust or for repairs, or storage, or for which he should have assumed liability, (3) the building occupied by the business.

The policy provided that the insurer might cancel the policy by giving five days notice to the insured. Before loss, notice of cancellation had been given

by the insurer to the insurance brokers through whom the plaintiff had secured the policy. The court decided that acceptance of the notice by the brokers did not bind the plaintiff. The plaintiff made them his agents to secure the insurance, not to accept notice of its cancellation.

The remainder of the decision deals with the effect of a notice given by the insurer to the plaintiff, stating why proof of loss was rejected. This was affected by a clause in the policy to the effect that the insurer should be deemed to have assented to the insured's claim as to the amount of the loss unless the insurer should notify the insured within 20 days of its partial or total disagreement as to the amount of loss. On this phase of the case, the court upheld the plaintiff's right to collect. The court said:

"After receiving the preliminary proof of loss, the adjuster for the defendant wrote to Lauman as follows:

"The aforesaid Concordia Fire Insurance Company disagrees with you as to the amount of the loss and damage claimed by you on any and all articles covered under the second item of the form as attached to the policy and described as 'merchandise,' and does not admit that you sustained any loss or damage under this item by reason of said fire. You have failed to show that the goods destroyed or damaged were your property or that you were liable by law for any loss or damage to said goods, or that at any time prior to the date of the fire you had specifically assumed liability therefor, nor do you furnish any evidence as to your liability to others in the event said goods were held by you in trust at the time of the fire."

"No objection is made in the letter to the amount of any loss, but objection is based solely on the reasons stated. Proof was made that the plaintiff had assumed liability for the goods destroyed, and no contention is urged against the sufficiency of the evidence to support the court's finding to that effect. The proof of loss set forth the items paid by the plaintiff to third persons. Under the terms of the policy, the insurance company must be deemed to have assented to the amount of the loss sustained on all items to which no specific objection was made. A general denial of all liability would not meet the requirements of its obligation under the policy."

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by The NATIONAL CLEANER & DYER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

There's money in "On-Location" cleaning the **MULTI-CLEAN** way

And best of all, you don't have to look far, for these profit opportunities are *all around you* . . . right there in your own town!

For example:

Did you know that approximately 90% of the rugs and carpeting in *your town* have never been cleaned professionally?

Did you know that about 50% of the new homes in *your town* have wall-to-wall carpeting? So do scores and scores of older homes, offices, and other business establishments.

Did you know that it's possible for you to make up to \$150 a day with two men by using the MULTI-CLEAN METHOD of "on-location" rug and carpet cleaning?

Did you know you can get into this wonderfully profitable "on-location" business for less than \$1000 by following the MULTI-CLEAN METHOD?

Did you know that a factory-trained MULTI-CLEAN Representative will start you off right, will instruct you in the MULTI-CLEAN METHOD? Or that the MULTI-CLEAN Sales Aid Program will help you develop new business and keep old customers?

Don't let this unusual money-making opportunity slip by you any longer.

Whether you are considering it for the first time or are already doing some "on-location" work but haven't discovered the extra profits you can earn by using the MULTI-CLEAN METHOD, mail the coupon today for further information.



FREE RUG CLEANING MANUAL

Written especially for the professional rug cleaner. It describes the step-by-step procedure on how to clean carpets and rugs by the famous MULTI-CLEAN METHOD so you can do the kind of work that builds customer enthusiasm and brings repeat orders.

MULTI-CLEAN®

PRODUCTS, INC.



Why is MULTI-CLEAN **SYNTHETIC-CLEAN** the best and most economical Rug Shampoo you can use?

No shrinkage because **SYNTHETIC-CLEAN's** controlled wetting action doesn't soak the rug . . . *No after rinse* because no soap film is left . . . *Pleasant to use* because it's odorless . . . *Economical* because one pint, diluted, will clean carpet in average sized room . . . Eliminates need for much pre-spotting. *Guaranteed* to give satisfactory results.

MULTI-CLEAN PRODUCTS, INC., Dept. NC-23-78
2227 Ford Parkway, St. Paul 16, Minnesota

☐ Please send free Rug Cleaning Manual and information about the MULTI-CLEAN METHOD and how it can help me build a profitable rug cleaning business.

Send information on: ☐ Scrubber; ☐ Vac; ☐ Cleaning Chemicals;
I understand I will be under no obligation.

Name _____

Address _____

City _____ Zone _____ State _____

Johns-Manville Honors Hyflo Dealers



National Cleaners Chemical Manufacturing Company, Chicago, Ill., was honored in a Johns-Manville luncheon salute to the "oldest Hyflo dealer in the world," held at the Lake Shore Club on May 12, 1958.

The presentation was accepted by National Cleaners president Philip Saltz, at left. The company, for nearly three decades a J-M Hyflo dealer in the Chicago area, was presented with a framed plaque by W. J. Bucklee, center, J-M vice-president and general sales manager, and J. Denboske, local salesman for J-M.

"On our 100th anniversary," the plaque read, "Johns-Manville salutes its associate, National Cleaners Chemical Manufacturing Company, a Hyflo dealer for 29 years."

The other Hyflo dealers in the Chicago area also were honored. They were Robert Conley of Carman-Conley Company, Edward Kahn and W. C. Malik of H. Kohnstamm & Company, Inc., W. Rudenberg of General Cleaners Products Company, O. A. Luster of Samuel Chevin Company and Ralph Margolis of Tri-Supply Company.

Butler Appoints McGoun Chemical Company



McGoun Chemicals Ltd., 1111 Yonge St., Toronto, Ont., (Can.) has been appointed exclusive distributor of Butler dry-cleaning equipment in Ontario, as announced by Howard J. Martin, sales manager of the Dry Cleaners Equipment Division of Butler Manufacturing Company, Kansas City, Mo.

Pictured, left to right, front row: Claude Stenhouse, sales and service representative for Toronto and central and western Ontario; Clifford M. McGoun, president of McGoun Chemicals of Montreal; B. J. (Ken) Kenalty, Toronto district general manager, and Beverly

McGoun, McGoun sales and service representative for Ottawa, Valley and northern and eastern Ontario. Second row: Boyd H. Lewis, regional sales manager, and Harry E. Turner, regional service manager, both from Butler's Cleveland office.

Atlas Technical Center

Atlas Powder Company, Wilmington, Del., recently dedicated its new technical center located next to the company's general office. The \$3,000,000 facility will house the company's basic research and chemical product development activities.

Delaware Governor J. Caleb Boggs spoke briefly at the dedication. He praised the company for its contribution to the industrial development that is making Delaware one of the most rapidly expanding states in the nation. Atlas president Ralph K. Gottshall thanked the company's employees and stated that new products from this facility will broaden Atlas' base of operations and stimulate its growth.

Dorsey Joins Laidlaw



WILLIAM J. DORSEY

William J. (Bill) Dorsey has joined the sales staff of W. A. Laidlaw Wire Co. and Pittsburgh Hanger Company, Peoria, Ill., as assistant sales manager, according to an announcement by John S. Mueller, sales manager. Mr. Dorsey was formerly sales representative for many years for another allied trades firm and is well known in the industry.

Mr. Mueller also stated that the Laidlaw and Pittsburgh companies are broadening their line of garment hangers and accessories.

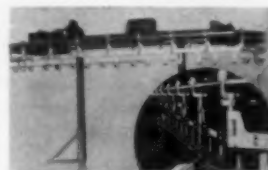
Sarco Milestone



One million pounds of stainless steel have now gone into the production of Sarco Thermo-Dynamic steam traps. The

milestone was reached on May 5, 1958, at the Sarco factory in Bethlehem.

Conveyor Prices Reduced



Increased production, due to increasing demand, and improved assembly-line techniques have made it possible to effect economies in the manufacture of the White Consec-U-Veyor, according to Mort Weiss of White Machine Co. These savings are being passed on to the drycleaner in reduced selling prices, Mr. Weiss states.

The Consec-U-Veyor call-office conveyor uses continuous rail which revolves electrically. Using a slickrail type of garment hanging, the conveyors have no slots or fixed hanging spaces.

For further information write to White Machine Company, 14th St. and Lafayette Ave., Kenilworth, N. J.

Hammond Promotes Winslow



STANLEY WINSLOW

Stanley Winslow, assistant chief engineer of Hammond Laundry-Cleaning Machinery Co., Waco, Tex., has been appointed special field representative with headquarters in Columbus, Ohio. Mr. Winslow will work throughout the Mid-western and Eastern markets.

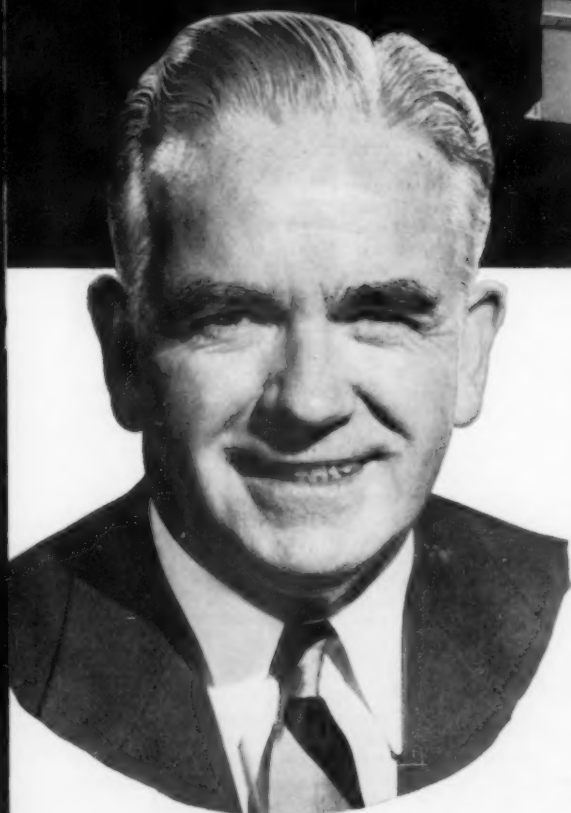
Beginning in 1941, Mr. Winslow has been with Hammond 17 of his 34 years. Mr. Winslow



FOR SYNTHETIC

CLEANING

it's a fact...

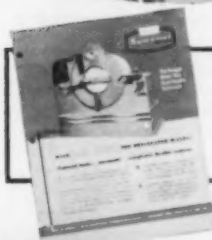


the *Syntomat*
actually out-cleans any
split-pocket machine
in efficiency and quality!

While others "fiddle around" to divide loads and to jog cylinder pockets into position, one man with the open pocket SYNTOMAT cleans and spots with ease 135 lbs. per hour. Yes, that's efficiency... And quality cleaning is a "natural" with a non-confining, open pocket cylinder.

HERE ARE EVEN MORE *Syntomat* EXTRAS:

- Direct sludge transfer from filter to cooker
- Dependable heavy duty construction, no troublesome overrunning clutches or gears
- Automatic and manual control of valves
- Twin base tanks for 2 bath or for sizing
- Plus the new Vapor Sorber that reclaims all lost perc vapor from the air!



**WRITE US FOR
 MORE DETAILS
 WITHOUT
 OBLIGATION!**

Also available in
 65 and 100 lb. ratings

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

NEW LOW COST MAGNETIC FILTER TRAP

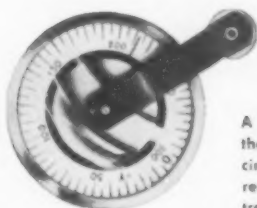
CATCH-ALL

Keep this damaging stuff
out of your pump



Fits any trap. Magnetically extracts all metal particles from cleaning solvents. Particles are released from cylinder by unscrewing and removing magnetic core. Magnetism guaranteed permanent. Cuts expensive replacements, prevents costly damage and prolongs life of pump.

Only \$12.95



Only
\$6.75

NEW MAGNETIC THERMOMETER

A portable 2" circular dial thermometer that magnetically adheres anywhere—to circulating solvent or discharge lines, to reclaiming tumblers, stills, stacks or lint traps. Measures and controls the temperature of circulating solvents, water or steam. May be used for continuous or spot readings. Saves costly thermometer installations.



NU-WEIGH

STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

Also available, Deluxe Scale Basket. Up to 150 lbs. capacity... \$129.50

NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown \$39.75

With stand add \$15.00
Scale alone 18.00
Basket alone 27.00

Sold Through
Drycleaning and Laundry Jobbers



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

started as a draftsman under his father, F. H. Winslow, who is chief engineer and vice-president of the company. After Army service Stanley Winslow completed his engineering education at Texas A & M College, obtaining his degree in 1949.

Mueller Joins Textile



ROGER MUELLER

Roger Mueller, former director of P. Mueller & Co., Horgen-Zurich, Switzerland, was recently appointed executive vice-president of Textile Marking Machine Co., Inc., Syracuse, N. Y. Mr. Mueller will assume many of the increasing duties of Philip N. Braun, president of the company.

P. Mueller & Co., represented by Roger Mueller, has been foreign agent for Textile throughout Western Europe, the Far East, South Africa and Australia. Well over 1,000 Tag-O-Lectrics and an increasing number of Thermo-Seals are said to have been put into service in laundries in those countries.

European knowledge and experience in applying identification to modern operation can, Mr. Braun states, contribute to our industry's strides in efficiency.

New Du Pont Laboratory

The opening of a new \$5,000,000 laboratory for providing service to customers and evaluating new or improved products of the Du Pont Company's Electrochemicals and Pigments Departments was recently announced.

Although some facilities are shared by the two departments, the building houses separate laboratories for product development in the paint, metals, textile, plastics, paper, ink and allied chemical fields.

For both departments, the laboratory provides a center for research work on customer problems, for visits of custom-

ers, development work on new products and new uses for established products and the training of field technical representatives.

The laboratory contains 81,000 square feet of floor space, including 150 separate rooms, laboratories and demonstration areas. The technically trained staff of 130 includes chemists, chemical engineers, metallurgists and other specialists.

Before the completion of the new laboratory, sales service facilities for the Electrochemicals Department were maintained at Du Pont's Niagara Falls plant, while the Pigments Department operated separate service laboratories at Newark, N. J., and Newport, Del.

Pantex Appoints Ward



KENNETH F. WARD

Kenneth F. Ward has been appointed divisional sales manager of Pantex Manufacturing Corporation of Pawtucket, R. I.

Mr. Ward was formerly a Washington, D. C., representative and institutional manager for a commercial laundry equipment manufacturer. In his new post, Mr. Ward will contact government agencies at the Federal and state levels. He will make his headquarters in Washington.

Active in the government contracts committee of the National Association of Manufacturers, Mr. Ward is also on the subcommittee on industrial mobilization of that organization.

Washex Representative

Washex Machinery Corp., Brooklyn, N. Y., has appointed Brooks & Company its additional representative in the state of Washington. The announcement was made by J. B. Diepenbrock, Washex vice-president of sales.

Brooks & Company, under the management of Frank H. Bryant, is known in the drycleaning and laundry industry

NATIONAL CLEANER & DYER

OLSON the filter you clean without dismantling!

In 1 to 3 minutes the special Olson filter screens are completely cleaned—**automatically!**

Just set operating levers to backwash position and start the pump.

Pump forces liquid back through tubes (from the inside out),

knocks off dirty filter cake and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by

gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal.

Complete cleaning process can be done without dismantling the filter—saves hours of messy, time-consuming work.

Olson Superflow tubular filters available in 7 different sizes.

Write today for free illustrated booklet containing full details including engineering data and specifications.



OLSON FILTRATION ENGINEERS

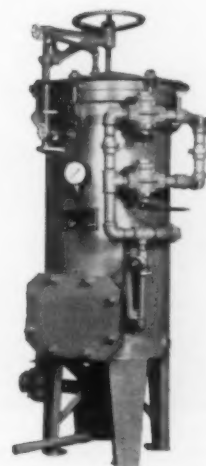
Division of The American Laundry Machinery Company

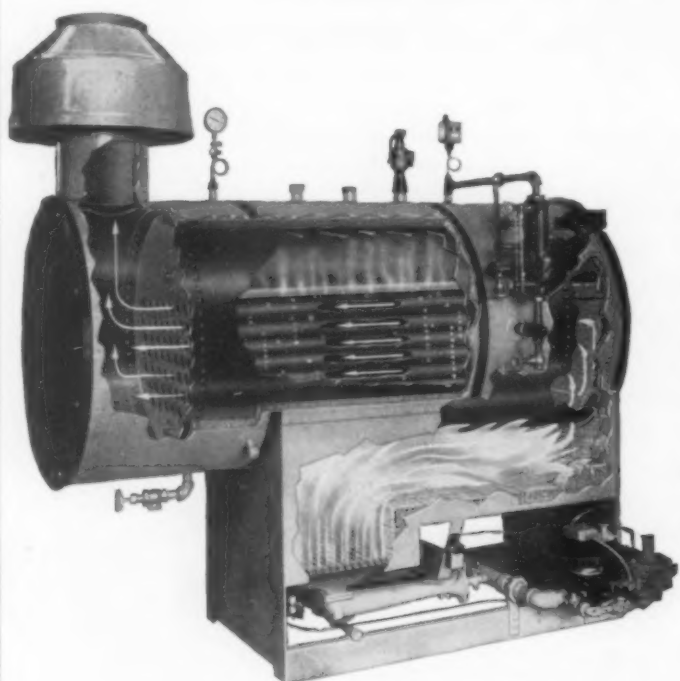
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FILTERS — STILLS



ALM-OL-2





GAS FIRED LATTNER HRT

See —

the simplicity of design.
the 10 sq. ft. heating surface per H.P.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

throughout the Northwest. The company recently moved to new quarters at 29-20 Eastlake Ave., Seattle, Wash.

Litigation Dismissed

Litigation instituted by the Davies-Young Soap Company, Dayton, Ohio, charging a California drycleaning supply manufacturer and distributor with infringement of the Trusler Patent No. 2,729,576, has been concluded by stipulation dismissing the action. The litigation

was instituted in the U. S. District Court in San Francisco. According to Russell H. Young, president of Davies-Young, owner of the patent, the settlement was accompanied by the payment of an undisclosed amount to his company.

The Trusler Patent covers a formula which, it is claimed, when used in the drycleaning process, eliminates static in garments so that they do not pick up lint or dirt for an extended period of time.

treasurer; Irving Berkelhammer, president, and Harry Berkelhammer, vice-president of the

United Brass Works, Inc., Governor Luther Hodges and Mayor P. H. Martin.

Dow Chemical Solvents Conference



The Dow Chemical Company solvents field representatives attended a solvents conference, April 21-25, at Dow headquarters, Midland, Mich. W. U. Seiler, solvents field service supervisor, was chairman of the conference which discussed new product developments and solvent uses in the drycleaning field. It was the first such meeting to be held at headquarters since solvent sales recently became a section of the Chlor-Alkali Sales Department.

Speakers at the conference included W. R. Dixon, Dow general sales manager; K. M. Wildes, Chlor-Alkali sales manager, and Frank W. Larabee, Solvents Section sales manager.

Pictured from left to right,

front row: Don Huff, San Francisco sales; D. G. Arteberry, St. Louis sales; W. J. Keenan, Midland sales; J. D. Themins, Detroit sales; W. H. Colgrove, Chicago sales; D. L. McEwen, Boston sales.

Second row: A. J. Pastor, technical service and development; T. J. Christiansen, industrial solvents supervisor; G. G. Taddei, chemicals merchandising; J. A. Skaggs, Texas production; J. A. Masmanian, New York sales; C. J. Giles, Cleveland sales; R. J. Clark, San Francisco sales; A. E. Schober, technical service and development; L. S. McDonald, Texas production.

Back row: C. C. Castle, drycleaning supervisor; D. H. Mac-

United Brass Relocates in North Carolina



The United States Brass Works, Inc., formerly located in New York, recently moved its entire operation to Randleman, N. C.

Governor Luther H. Hodges and Mayor P. H. Martin wel-

comed the company in a formal dedication ceremony. The governor complimented the company on its record of stability and uninterrupted operations.

Pictured left to right are William Berkelhammer, secretary-

Donald, Midland technical sales; J. D. Kerr, technical service and development; F. W. Larabee; J. W. Woods, Los Angeles sales; W. U. Seiler, and J. L. Sherk, chemicals merchandising manager.

P & H Promotes Knight



DON KNIGHT

Don Knight, sales manager for P & H Industries, Dallas, Tex., has been named general manager and vice-president, according to Jack Hicks, president.

Mr. Knight has been associated with P & H on Topper-Matic sales for two years, and formerly was Western sales rep-

resentative for a nationally known equipment firm in the garment industry.

P & H Industries, Inc., has moved its executive and sales offices to U M & F, Inc., Crosby Rd., Carrollton, Tex.

Sadler to Columbia-Southern

Columbia-Southern Chemical Corporation, Pittsburgh, Pa., announced that George W. Sadler has joined the company as a technical representative for its Boston district office, 1256 Little Bldg.

Mr. Sadler has just completed an orientation program at the firm's Barberton, Ohio, chemical producing plant. He is a graduate of Franklin Technical Institute and has recently been associated with the Tyer Rubber Company.

Hatters Supply Serves East

National Hatters Supply Company, Inc., Chicago, Ill., announces that its New York office is now serving the Eastern states with a complete line of hatters' equipment and supplies. The New York branch, located at 10 Washington Place, assures National's customers of fast service from complete lines in the two major trading areas.

NEW PRODUCTS AND LITERATURE

Continued from page 8

the same time that they are sealed.

Dispensers for handles and tape are usually lent free, the company states. The DBT Model dispenser holds two different sizes of Carry-Pack Handles; the BT Model dispenses both handles and gummed tape, while the SDL Model holds one size of handles.

For further information write Carry-Pack Co., Ltd., 9525 Irving Park Rd., Schiller Park, Ill.

For Press-Head Cleaning

A new mitt-type, bronze wool asbestos cloth for cleaning and polishing press heads has been announced by the Keever Starch Company.

Called Poli-Mitt, the mitt fits over the hand. It is covered on one side with bronze wool for cleaning and polishing and on the other side with absorbent material for wiping clean after using the wool.

The bronze wool is also said to remove film from press heads and polish them without scratching the surface. The man-

ufacturer also suggests Poli-Mitt for cleaning and polishing metal washers.

For further information write to Keever Starch Company, Columbus, Ohio.

Stock Forms Catalog

A new catalog illustrating the various types of stock forms and system and how they can be used to greatest advantage for the efficient, systematic and profitable control of the dry-cleaning business is now being offered by The Standard Register Company.

The Stanreco Stock Business Forms catalog illustrates the forms in general use covering all the basic functions of business, purchasing, receiving, payroll, accounting, invoicing, etc. In each case the forms are described and brief outlines of probable uses are given. Three types of common forms—sales book, Zipset and Register—are discussed in detail.

For the catalog write to the Market Development Department, The Standard Register Company, Dayton 1, Ohio.

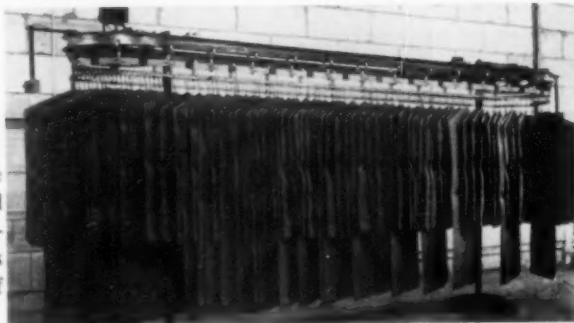
is YOUR call office DATED?

Modernize with the SHAMROCK AUTO-VEYOR

The whisper quiet spacemaster

- **SAVE SPACE**—up to 60% more garments
- **SAVE TIME**—50% or more in serving customer
- **SAVE LABOR**—Attendant never leaves counter
- **SAVE MONEY**—The above 3 ARE MONEY

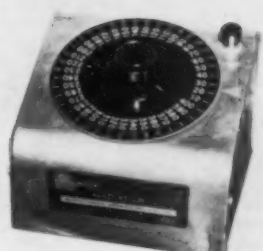
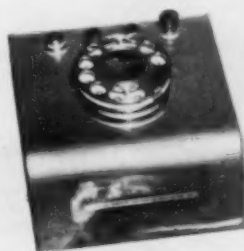
Accurate positioning and positive stopping with the AUTO-BRAKE** (no moving parts) • Advanced design and engineering • The whisper quiet spacemaster is dependable • The finest conveyor deserves the finest controls . . . • We offer the top controls of the industry



FOOT SWITCHES
IF DESIRED

The FONE-DILE**
The only one
in the industry

Manufactured and
guaranteed by



PUSH BUTTON CONTROLS
AS STANDARD EQUIPMENT

The AUTO-DILE
Accuracy supreme

AUTOMATIC SPECIALTIES INC. 242 Walker Street, S.W., Atlanta 3, Georgia

**U.S. patent pending

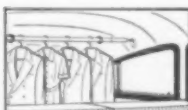


LITTLE JOE

Adjustable garment holder that lends a hand of press machines, silk finishing boards, repair department, and spotting table. Little Joe will keep garments off the floor and wrinkle free. Saves recleaning and makes the work easier and faster. Just press the button and adjust to any height desired. Die-cast chrome finished hook on a 5 foot beaded chain. Let Little Joe lend a hand and speed the work of every machine. Price each \$2.75.

KAR BAR

Practical low cost garment rack that converts practically any car into a light delivery truck. Slips over coat hooks in the back and adjusts to fit any width car. On or off in a jiffy, no tools needed. Sturdy steel telescoping rod, chrome finish. Adjustable rubber stops keep hangers from sliding sideways. A life saver when your regular truck is down for repairs and good for special deliveries. Price each \$3.95.



COUNTER RACKS

A neat fixture on which to hang garments during check-out. Keeps clothes wrinkle-free. Assists check-out and builds good will. These racks are sturdily built of strong polished chrome plated steel rods. They have cast aluminum bases and trim fittings to harmonize with the best up-to-date sales rooms. A SPECIAL FEATURE on all KD Counter Racks is a set screw in each base to keep the hook properly lined up and to prevent the rod from turning.

ROUND BASE Price per unit.....\$4.50 TRAY BASE Price per unit.....\$5.50
FLOOR BASE Price per unit.....\$4.95

See Your Jobber



THE KEYES-DAVIS COMPANY

79 14th Street

P. O. Box 155

Battle Creek, Michigan

PEOPLE AND PLACES

NORTH EAST



Peoples Cleaners has announced the opening of its sixth outlet, at 1000 Sandy St., Norristown, Pa. Sam Couchara is president and Vincent Couchara general manager of the firm.

Belmont Cleaners has been established at 287 Belmont Ave., Newark, N. J., by Augustus Jones.

Oakland (N. J.) Cleaners has been opened in the new Oakland Shopping Center.

Splendid Cleaners is among the tenants in the new Golden Horseshoe Shopping Center on Wilmot Rd., Scarsdale, N. Y.

Kelley's Cleaners, located in the Telegraph Rd. Shopping Center, Washington, D. C., was damaged by fire recently.

Sayle and Edwin Temple have announced plans to open a dry-

cleaning establishment in Romulus, N. Y.

Ideal Cleaners and Dyers held an open house recently at its newly completed plant on W. Church St., Spring Valley, N. Y.

Arrangements have been completed for the purchase of Ott's Dry Cleaners, Tonawanda, N. Y., by Charles J. Lee and Wilson Kibler.

A contest was conducted in connection with the opening of West Shore Drive-In Cleaners, 323 Whalley Ave., New Haven, Conn.

Swift Cleaners is scheduled to be opened at 50A Merrick Rd., Freeport, N. Y.

New equipment has been installed in Smith Dry Cleaners, Wellsboro, Pa.

Jimmy and Frances Civitarese have announced the opening of Country Club Drive-In Cleaners, 700 S. Main, Pleasantville, N. J.

Blue Jay Cleaners, 57 Broadway, New Haven, Conn., operated by Salvatore Vitagliano, is celebrating its twenty-fifth anniversary this year.

SOUTH WEST



Jack and Harry Handjian have taken over ownership of Star Cleaners, 1435 Seventh St., Sanger, Calif., and have changed the name to Aram's. Their father, Aram, former operator, has retired.

Carl Wilson has purchased American Cleaners, 114 N. Cortez St., Prescott, Ariz., from Mr. and Mrs. Thomas Patterson.

Drive-In Dry Cleaners, Inc., Visalia, Calif., has been incorporated by Mr. and Mrs. Glenn R. Cline and Mr. and Mrs. C. N. Spivey. Capitalization is \$10,000.

New drycleaning equipment has been installed in City Cleaners, Paducah, Tex., ac-

cording to J. L. Hindman, owner.

Pride Cleaners has been opened at 3401 Grand Ave., Oakland, Calif., by R. H. Oates.

A&L Cleaners has been opened at 17712 Huntington Beach Blvd., Huntington Beach, Calif., by Mary Catrabone and Lillian Versaw.

A grand opening was held recently at Lara Cleaners, 4398 Huntington Dr., S. El Sereno, Calif., by George and Beatrice Lara.

Mr. and Mrs. Kenneth Donelson have purchased Sav-On Cleaners, 806 Linden Ave., Carpinteria, Calif., from Mrs. Mary

finish
fur-like
pile fabrics
IN YOUR
OWN TUMBLER,
after
dry cleaning

with ...

feel-tex



NO EXTRA COST!



NO EXTRA EQUIPMENT!



NO FRANCHISE FEE!



\$23 buys all you need to
process more than 64
garments ...

**MONEY BACK
GUARANTEE**

See Your Jobber or Write Direct

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.

Moore. Mrs. Donelson will operate the establishment.

Otis and Julia Short have established Westside Cleaners, 320 N. Pacific Coast Highway, Redondo Beach, Calif. The Shorts formerly owned and operated Wayside Cleaners.

Cherry Chase Cleaners will occupy space in the new Stevens Creek Road Shopping Center, 5201 Stevens Creek Rd., San Jose, Calif.

Skill Cleaners, 210 S. Broadway, Edmond, Okla., has been purchased by Mr. and Mrs. S. M. Mayhall from Mr. and Mrs. Fred Carlson.

Bell Cleaning & Laundry has been opened at 3508 S. Lancaster, Dallas, Tex., by brothers Charlie, Bud and Johnnie Bell. Opening of the new branch coincides with Bell's thirty-first anniversary.

Sunnyslope One-Hour Cleaners was scheduled to be opened in the newly remodeled building at 1830 W. Sixth Ave., Emporia, Kans. The establishment will be managed by Alvin Logue.

Mr. and Mrs. Arthur Hoskey have purchased Master Clean-

ers, Joshua Tree, Calif., from John and Bea Novich.

Crest Cleaners, 1217 Nederland Ave., Nederland, Tex., owned by E. W. (Red) Timmons, has added a storage vault.

Belfair Cleaners has opened an outlet at 2330 Brooklyn Ave., Los Angeles, Calif.

Arcade Cleaners has been opened in the Century Square Shopping Center, Lynwood, Calif., by Mrs. Rose Slater.

Quality Cleaners, Paducah, Tex., has been moved to a newly remodeled building purchased by owner Clinton Matney.

McCafferty Cleaners, 549 James St., Shafter, Calif., has added a shirt laundry and laundromat service, it was announced by Gene Miller, owner.

New drycleaning equipment has been installed in Du Rite Cleaners, Turlock, Calif., owned by Bill Mayhew.

Bundy Cleaners has opened a new outlet at 1446 Westwood Blvd., Los Angeles, Calif.

Zane Franklin has purchased Munday (Tex.) Cleaners from

Mr. and Mrs. M. H. Reeves. The name has been changed to Sunlite Cleaners.

Henry (Hank) Ortega has opened Henry's Dry Cleaners, 1119 Elm Ave., Rocky Ford, Colo.

Bon Marche Cleaners, Inc., has opened its fifteenth unit, in the

new South Shore Shopping Center, 25th and Western, San Pedro, Calif. This marks the fourth complete plant the firm has opened this year.

Bud Baylor Cleaners has been opened at 6015 Woodman Ave., Van Nuys, Calif., by H. O. "Bud" Baylor, vice-president of H. J. Cook Co. of Los Angeles.

NORTH WEST

Mr. and Mrs. Carl Bruns are the new operators of Willow Lake (S. D.) Dry Cleaners. The establishment will be known as Bruns Cleaners.

De Smet (S. D.) Dry Cleaners, formerly located on Second St., will be housed in new quarters in the Floyd Abrahamson Bldg.

A drycleaning establishment has been opened by Mrs. Margaret Cochran in Ord, Neb.

Ideal Cleaners, Walla Walla, Wash., has completed installation of equipment for a shirt laundry, according to Joe Mitchell, owner.

Tommie Anderson is the new owner of A. Noreen & Son, drycleaning establishment located in Stromsburg, Neb. The Andersons plan installation of new equipment.

Towne Cleaners has been opened in a new building in Edmonds, Wash.

A renovation and remodeling program has been completed at Ray's Dry Cleaning Specialists, 1103 N. E. 102nd Ave., Parkrose, Ore.

Chimney Rock Cleaners will be opened by Mr. and Mrs. Fay Case in Bayard, Neb.

"DRESS RIGHT... YOU CAN'T AFFORD NOT TO!"

"Freshen the Impression"

with

'Perk'*

...and keep your customers'
good-looking clothes
looking their best!



*Stauffer's Perchloroethylene

STAUFFER CHEMICAL COMPANY

380 Madison Avenue • New York 17, N. Y.



Order Stauffer's 'Perk' in the blue-striped barrel from Drycleaning Supplies Distributors everywhere.



The Perfect Rack for PERFORATED PLASTIC BAGS in Rolls . . .

Buy your own rack and save rental fees. Bagger and rack perfect for handling paper, too.

Floor Model Complete
JI—F-50 **\$59.50**

Ceiling Model Complete
JI—C-50 **\$45.00**

NEW improved
JIFFY Bagger Stand
only, at new low
price **\$21.50**

JIFFY Racks also
available with 3
trays for single plastic bags.

Floor Model F-60
\$67.50

See your dealer
or write

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Manufacturing Co.



213 NORTH FIRST AVE.
MINNEAPOLIS 1, MINN.

press ALL fabrics in COMPLETE SAFETY

with Gross Star TRIPL-SAFE Grid Plate
or Gross Star TRIPL-SAFE perforated hot head plate
YES! Perfect heat at head for synthetics, silks,
wools, cottons, any known fabric—with clouds of
steam and NEVER a jet.

Triple Filtering cuts heat,
ends jetting, stops nickel
marks.

Scientifically
Mapped Surface

is part of
the plate,
can't wear
off—will
NOT SHINE
any
fabric.



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appl.
for

LOW COST TRIPL-SAFE GRID PLATE

Under 46"\$29.75
Over 46"\$38.75
Mushroom\$21.75

Single
Plates
Still only
Under 46" ...\$16.85
Over 46" ...\$21.75
Mushroom ...\$12.50

From Your Jobber—Insist on this famous nameplate

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPL'D FOR

MID. ST.
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
STEAM FILTER

HIGH SPEED EXTRACTORS



- MANUAL OR FULLY AUTOMATIC
- COIN OPERATED FOR UNATTENDED STORES

BOCK WORK CENTER—WASHER AND EXTRACTOR

See your Laundry Machinery Dealer

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS



For
De-Linting
Trousers
Cuffs
and Seams



For De-Pilling and
De-Linting all Gar-
ments, Sweaters,
Synthetic materials
and High Pile Fab-
rics. Revitalizing
and Meth-Proofing
Furs.

GIVE YOUR GARMENTS A PERFECT LINT-FREE FINISH

Here's a typical en-
dorsement from one
of our 24,473 Clean-
ers, Tailors, Furriers
more.

"Send us another
"Little Wonder".
I've used one for years.
Feel we could not be
without it."

DeLuxe Cleaners
Houston, Tex.

with the new
deluxe model

"Little Wonder"
Patented

weighs but
3 1/2 lbs.

ELECTRIC WHISK-BRUSH & SANITATOR MACHINE

It beats! It sweeps! It suction cleans!

It's an efficient and powerful blower. It sprays sizing,
water repellents, moth-proofing and other materi-
als, dry or liquid. ALL in one unit! Nothing
else like it! Try one!

AMERICAN PRESSBOARD CO. INC. (EST. 1910)
(Patentees and Manufacturers)
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PRICE
ONLY
\$64.95
Send for
circular



INVESTIGATE the Finest in Drapery Finishing

Adjust-a-drape
FOLD FINISHING®

- Guaranteed correct length
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Adjust-a-drape

FOLD FINISHING®

Franchises available to qualified petroleum solvent plants only—WRITE

Morey Seldin Machinery Corp.

5999 EAST 56TH STREET

INDIANAPOLIS, INDIANA

NORTH CENTRAL



Modern Cleaners & Dyers,
1206 Lincoln St., Portsmouth,
Ohio, has completed a renova-
tion program.

Fred Hiller is the new owner
of University Cleaners, 801 S.
Illinois Ave., Carbondale, Ill.
Mr. Hiller purchased the estab-
lishment, formerly a branch of
Horstman's Cleaners, from Ned
Farris, owner of Horstman's.

Drive-In Cleaners has been es-
tablished at Lake and Ridge-
land, Oak Park, Ill.

Beck Cleaners, 332 N. Wood-
ward, Birmingham, Mich., ce-
lebrated its thirtieth anniversary
recently. The firm is planning a
new building at Oakland and
Woodward.

Pat's Dry Cleaning, 1366 E.
Market St., Akron, Ohio, was
opened recently by Pat Beth-
une.

New equipment has been in-
stalled in DeLuxe Cleaners &
Launderers, Carroll, Iowa, it
was announced by G. W.
Thomas, owner.

Centerburg (Ohio) Dry Clean-
ers has been purchased by Mrs.
Edgar Dilger from Mr. and
Mrs. Dorance Ufferman.

Meier Cleaners, Inc., 623 W.
Clay Ave., Muskegon, Mich.,
celebrated its fiftieth anniver-
sary recently. E. E. Meier, pres-
ident and founder of the firm,
has served on the board of di-
rectors of the Michigan State
Dry Cleaners Association. His
sons, E. J. (Bud) and Robert

B. (Bob), and his son-in-law,
Joseph E. Bolduc, joined him in
the business after service with
the armed forces in World War
II. Robert Meier and Mr. Bol-
duc are graduates of the NID.

Gene and Carol Stone have pur-
chased Reinbeck (Iowa) Clean-
ers from Harold Beach.

New Monon (Ind.) Cleaners has
been moved to new quarters in
the Legion Bldg.

Mr. and Mrs. A. C. Bauer have
purchased Comfrey Cleaning,
Springfield, Minn., from Mr.
and Mrs. Ernest Scharf.

Franklin's Modern Dry Clean-
ing, Hillsboro, Ill., operated by
Cedric Franklin, is now housed
in a new location.

West Side Cleaners, 203 S.
Fourth St., Streator, Ill., has
added a storage vault. The firm
began operation in the early
1920's with the late Frank
Roach as proprietor. It is now
operated by his sons, Francis
and Walter, and his daughter,
Mrs. Mary Strole.

James C. Easterbrook, operator
of American Cleaners, 208 W.
Elm St., Urbana, Ill., has pur-
chased a building on S. Mattis
Ave. Rd. as new headquarters.
Mr. Easterbrook expects re-
modeling to be completed
about September 1. The Elm
St. address will be maintained
as a pickup station.

Pronto One-Hour Drive-In
Cleaners and Shirt Laundry
has been opened at 221 N.
First, Maywood, Ill.

NATIONAL CLEANER & DYER

INCREASE PROFITS WITH **BERLOU** MOTHPROOFING SERVICE

FIVE-YEAR WRITTEN GUARANTEE

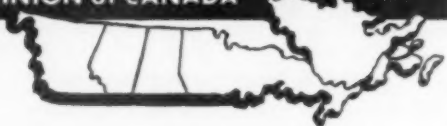
Let Berlou's own factory representative help you plan a profitable mothproofing department. Berlou, established in 1930, is used by more professional mothproofers than all other mothsprays combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, O. In Canada, The Berlou Company, Ltd., London, Ontario.

C. L. Treadway, president of Boushelle Rug Cleaning Co., Chicago, Ill., has announced the appointment of Aaron D. Cushman & Associates of Chicago as public relations counsel for the firm's over-all drycleaning and rug processes. Boushelle is currently celebrating its fifty-fifth anniversary.

Roy Allen & Son Cleaning Shop, Odell, Ill., has constructed a new building addition next to its present location.

A branch of Edwin Mikesell's Cleaners, E. High St., Lima, Ohio, has been opened at 122 S. Kenilworth.

DOMINION of CANADA



Carlyle (Sask.) Dry Cleaners has announced plans to install new equipment.

Ernest R. Nelles, owner of Kel-Tone Cleaners, Chilliwack, B. C., has announced the addition of a new laundry plant. Associated with Mr. Nelles are his sons Keith and Bob.

New drycleaning equipment has been installed in Millman

Dry Cleaners, Ltd., New Glasgow, N. S.

A new drycleaning establishment, the Penguin, has been opened on 15th St. and First Ave. W., Prince Albert, Sask., by Bill and Mick Markowsky.

Tenders have been received for construction of a drive-in for Quinton's Dry Cleaning Co., St. James, Man.

SOUTH EAST



Van's Clothes-A-Clean, 512 Albany Ave., Waycross, Ga., has installed new equipment, it was announced by Charles M. Smith, owner.

A new storage vault has been added at Wayne Baxter Cleaners, Fort Payne, Ala.

A formal opening was held recently at Nu-Way Cleaners, 26th St. and Jackson Highway, Sheffield, Ala., by J. H. (Joe) Mills.

M & S Cleaners, W. Innes St., Salisbury, N. C., has opened another plant, on the Stokes Ferry

Rd. Associated in the business are Joe T. McDaniel and Ray A. Sedberry.

A new drycleaning establishment has been opened in the Palm Theatre Bldg., Homestead, Fla.

A grand opening was held recently at Winter Land Cleaners in its new location at 1011 Orange Ave., Winter Park, Fla.

Woodbridge Cleaners, Inc., Manassas, Va., recently celebrated the completion of its modern new plant with a grand opening.

One Machine . . . Many Operations

U. S. MODEL

518-2

is a positive MUST in your alteration room for fast, fine work at low, low cost.

2 Machines in ONE!

HEMMING

- skirt, dress and coat bottoms
- linings
- sleeves
- cuffs
- draperies and curtains
- bedspreads

REINFORCING

- worn spots



U. S. BLIND STITCH MACHINE CORP.

231 West 29th St., New York 1, N. Y.

"DRY STORAGE"

NO COSTLY REFRIGERATION!

NO COSTLY INSTALLATION!

NO COSTLY INSULATION!

INEXPENSIVE CONSTRUCTION!

Saves You Thousands of Dollars . . . Builds Real Profits Quickly . .

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET, BROOKLYN 22, NEW YORK

GARMENT RETAINER

An Inexpensive, Deluxe Service that brings in new customers. Maintains lapel roll with a "just off the press" look. Ideal for lightweight summer jackets. Brings customers back for more.

ORDER TODAY OR ASK
YOUR JOBBER

Jobbers send for attractive
box display.



Coat Retainer Company

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137 Haggin St., San Antonio, Texas

42 YEARS with the
DRYCLEANING INDUSTRY

INSURANCE AT COST!

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

*Put Cancer
On the Defensive!*

Together we can strike back
Give to

AMERICAN CANCER SOCIETY



REVOLUTIONARY NEW SOLVENT PUMP UNIT

Transfers solvent to cleaning machine automatically! This complete portable, electric unit installs in less than 15 minutes, without special tools. Price of \$87.50 includes 8' of solvent-resistant hose. Made by UNITED—your guarantee of quality! See your nearest dealer, or write

UNITED BRASS WORKS, INC.
BANDLEMAN, N. C.

OBITUARIES

John S. Baden, 62, owner of Mid-Way Cleaners, Alexandria, Louisiana, died recently. Mr. Baden is survived by his wife and two daughters.

Robert Duncan McEwan, 44, partner in Aylmer (Ontario) Cleaners and Dyers Ltd., Canada, died recently. Mr. McEwan operated the drycleaning establishment with his partner, Raymond Sheppard. He served as mayor of Aylmer from 1952 to 1956 and was president of the Elgin Liberal Association for several years, past president of the Aylmer Kinsmen Club and a member of Malahide Lodge No. 140 AF&AM. Surviving are his wife, a daughter and a son.

Henry Pinajian, 58, owner of Apex Cleaners, Fresno, California, died recently. He had served as president of the Fresno Dry Cleaners Association for the last 10 years, as president of the Patriotic Union of Dickranagard for the last 10 years, and was a member of the Fresno Elks and Moose lodges. Surviving are his wife and three sons.

Arthur E. Ricketts, 53, president of Kwik Kleen Laundry Corporation, and secretary and production manager of Sweet Kleen Laundry & Dry Cleaners of Buffalo, New York, died April 28. Mr. Ricketts had been affiliated with Sweet Kleen since 1929. He was a member of the Williamsville Laundry Club, Rotary Club, Scalp & Blade, Inc., and a charter member of the Buffalo Exchange Club. Surviving are his wife and two sons.

MEETINGS SCHEDULED

July 17 through 26—British Laundry, Dry Cleaning and Allied Trades' Exhibition, Olympia, London, England.

August 8, 9 and 10—National Institute of Drycleaning Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

August 17, 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

September 11, 12, 13 and 14—New York State Launderers & Cleaners Association, Inc., Annual Convention, Concord Hotel, Kiamesha Lake.

September 28, 29 and 30—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Prince Edward Hotel, Windsor, Ontario, Canada.

October 10, 11 and 12—Ohio Drycleaners Association, Annual Convention, Hotel Cleveland, Cleveland.

October 16, 17 and 18—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Sheraton Hotel, Philadelphia.

November 8 and 9—Cleansing Plantowners of Massachusetts, Annual Convention, Bradford Hotel, Boston.

November 13, 14, 15 and 16—Indiana Dry Cleaning and Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

November 28, 29 and 30—Illinois State Drycleaners Association, Annual Convention, Palmer House, Chicago.

NATIONAL CLEANER & DYER

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

Well-established fur and bridal business located in the beautiful Ozarks. Modern building, large vaults, park-in facilities and top location. Write for photo and particulars. Grace Company, 856 S. Glenstone, Springfield, Missouri. 8428-2

Central Indiana: Modern cleaning plant, with shirt laundry. Gross last year \$140,000, two routes, five stores, including laundrette. Owner has retired and wants to sell out. \$50,000, \$10,000 down, long-term lease on building with option to buy or will sell real estate. ADDRESS: Box 8455, NATIONAL CLEANER & DYER. -2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established 30 years. Just off Wilshire Boulevard. 10 year lease. Ample parking. \$45,000 annual sales, \$32,500 full price. \$20,000 will handle. A sacrifice. ADDRESS: Box 8479, NATIONAL CLEANER & DYER. -2

Richmond, Virginia—Long-established drycleaning business, yearly volume \$80,000 to \$100,000. Will sell approximately 75% replacement cost. Long lease on building or will sell both. ADDRESS: Box 8495, NATIONAL CLEANER & DYER. -2

Complete synthetic drive-in plant. New building and truck. Long established in growing industrial community. Money maker for right couple. Walk in and take over. Complete information on request. ADDRESS: Box 8501, NATIONAL CLEANER & DYER. -2

Drycleaning plant, northeast Colorado. County seat, fine location, good gross. Ideal for couple. ADDRESS: Box 8502, NATIONAL CLEANER & DYER. -2

Modern solvent plant, northern Michigan. Established top prices and quality. Finest equipment. Property and business must go. Same owner over thirty-five years. Reason, retiring. Ideal climate, good hunting and fishing. A plant that has everything you need. No need for any replacements. ADDRESS: Box 8506, NATIONAL CLEANER & DYER. -2

NORTHWEST MONTANA: Only plant in fast-growing town. \$80,000 volume, priced \$13,500. Man and wife can net \$9,000. ADDRESS: Box 8517, NATIONAL CLEANER & DYER. -2

Florida West Coast opportunity, drycleaning plant and shirt unit. Doing \$75,000 annually. \$55,000 for business and machinery, \$15,000 down—rest terms. Will lease building and property. ADDRESS: Box 8496, NATIONAL CLEANER & DYER. -2

Quality solvent plant doing good cash-and-carry business. Very little competition, only plant in county. Harry Semon, Box 305, Caldwell, Ohio. 8523-2

Drycleaning plant—expect to gross \$100,000 in 1958—five outlets—profit in 1957—one of Milwaukee's best known and most progressive. \$40,000—if you belong in the drycleaning business, here is your opportunity. Snappy Cleaners Inc., 2633 W. National Avenue, Milwaukee 4, Wisconsin. 8524-2

Modern solvent drycleaning plant and small laundry, doing \$2,000 monthly, quality work, good prices, in beautiful Northwest. Will sell on 5-year contract to dependable party. ADDRESS: Box 8535, NATIONAL CLEANER & DYER. -2

For sale or lease. Modern fast-service drycleaning plant in beautiful Chicago suburb. All new equipment. \$21,000 net on \$51,000 gross first year. Volume 50% higher this year. Outstanding income for experienced husband and wife. ADDRESS: Box 8539, NATIONAL CLEANER & DYER. -2

BUFFALO, N. Y. ONE-HOUR SYNTHETIC MODERN DRYCLEANING PLANT. GOOD LOCATION, GOOD LEASE. RENT \$100 PER MONTH. ALL CASH-and-CARRY. OWNER ILL, MUST SACRIFICE IMMEDIATELY. PRICE \$18,000 CASH. ADDRESS: Box 8541, NATIONAL CLEANER & DYER. -2

LONG-ESTABLISHED profitable package plant. Gross \$55,000 this year, net 20% above drawing. Average price \$1.75. Asking \$35,000—\$15,000 down, balance on terms. Plant open for inspection. Located in Albany, N. Y. ADDRESS: Box 8542, NATIONAL CLEANER & DYER. -2

Modern, quality plant in southeastern Michigan. Well-established going business doing well over \$53,000 showing nice profit. Other interest. Asking \$52,000 complete or business only \$30,000. For further information ADDRESS: Box 8545, NATIONAL CLEANER & DYER. -2

SOUTHERN WISCONSIN—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. ADDRESS: Box 8546, NATIONAL CLEANER & DYER. -2

Drycleaning plant in Evansville, Indiana, completely equipped, doing good business, well-established. Excellent location, good lease. Small apartment available upstairs. Terms if desired. Very reasonable price. Reason for selling, retiring. For details write Post Office Box 351, Evansville, Indiana. 8547-2

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SITUATIONS WANTED

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 42. Twenty-two years in the cleaning industry. ADDRESS: Box 8366, NATIONAL CLEANER & DYER. -5

SUPERVISOR: 30 years experience, N.I.D. 1928, second generation in industry; diversified experience in production, training, supervision; age 48, married. Looking for sincerity and depth in individual and operation. Frank Hart, 507 Second Ave., Bethlehem, Pa. 8476-5

WANTED: position as manager or working superintendent in quality drycleaning plant. Over thirty years experience in all phases of the industry. Can give the best of references as to my ability to maintain quality and production at minimum costs. Prefer Midwest states. ADDRESS: Box 8498, NATIONAL CLEANER & DYER. -5

Expert quality spotter, N.I.D. graduate, 30 years experience in all departments and equipment maintenance. ADDRESS: Box 8580, NATIONAL CLEANER & DYER. -5

Salesman's position wanted by manager-spotter with 25 years experience in all departments. Reliable and steady. ADDRESS: Box 8530, NATIONAL CLEANER & DYER. -5

Production and quality, laundry and drycleaning manager, hotel, hospital or family plant. Train help in each department. 10 years with government, 13 years in civilian plants. Sober, married, position must be steady. Will locate anywhere. ADDRESS: Box 8531, NATIONAL CLEANER & DYER. -5

Executive—56 years old—34 years in drycleaning—12 years as corporation president—can handle personnel, advertising or install wage incentive. Prefers a secondary position to executive manager at a modest salary—permanent, pleasant association most important. James L. Halley, 3004 N. 40th Street, Milwaukee 6, Wisconsin. 8532-5

Expert silk and wool spotter. Thoroughly experienced in all phases of high-quality drycleaning and production. Age 49, 27 years experience. Desires steady position. Good references. ADDRESS: Box 8540, NATIONAL CLEANER & DYER. -5

HELP WANTED

CLEANER and SPOTTER: Must know all phases of cleaning and spotting in a petroleum cleaning plant. An opportunity for right man to better himself. Give all details regarding age, married or single, experience and salary expected. Plant located in Ohio. ADDRESS: Box 8514, NATIONAL CLEANER & DYER. -7

WORKING MANAGER—experienced in spotting, cleaning, etc. Dretex package plant. References and requirements in first letter. Located in Albany, N. Y. ADDRESS: Box 8543, NATIONAL CLEANER & DYER. -7

SALES ENGINEER: YOUNG FAST-GROWING COMPANY, WELL ESTABLISHED IN THE LAUNDRY AND DRYCLEANING FIELD, REQUIRES TWO OUTSTANDING SALES ENGINEERS TO EXPAND THE MARKET IN THE NEW YORK AND CHICAGO AREAS FOR A NATIONALLY KNOWN DRYCLEANING MACHINE AND RELATED EQUIPMENT. BASIC SALARY \$500 MONTH PLUS ALL EXPENSES PLUS GENEROUS COMMISSION. EXCELLENT OPPORTUNITY FOR WELL-QUALIFIED TOPNOTCH SALESMAN TO MAKE BETTER THAN \$15,000 PER YEAR. SEND FULL DETAILS. ADDRESS: Box 8537, NATIONAL CLEANER & DYER. -7

WORKING MANAGER WANTED FOR LARGE SYNTHETIC CLEANING PLANT. First-class silk spotter, cleaner, presser, and able to train personnel in all departments. Must be capable of directing entire operation. Fringe benefits available are vacation pay, sick leave, retirement plan, hospitalization, and employees' discount. In replying please mail complete details including family status, age, salary requirements, personal and business references to the Personnel Manager, Silver State Laundry Co., 2441 Broadway, Denver 2, Colorado. 8533-7

TECHNICAL DIRECTOR. Experienced **CHEMIST** to formulate and develop chemical specialties for drycleaning trade. Growing chemical manufacturer located in Ohio. Salary, bonus, all inquiries confidential. ADDRESS: Box 8534, NATIONAL CLEANER & DYER. -7

FEMALE—capable of hand finishing and other duties. Long-established quality plant. If married can make deal with husband. Located in Albany, N. Y. ADDRESS: Box 8544, NATIONAL CLEANER & DYER. -7

Working Manager—Wonderful opportunity for man able to assume complete responsibility of **ONE-HOUR CLEANING-SHIRT LAUNDRY** plant, Philadelphia, Pa. In reply, please state age, family status, educational background, past employment history, desired salary. ADDRESS: Box 8549, NATIONAL CLEANER & DYER. -7

SALESMEN-DISTRIBUTORS AVAILABLE

Soft-sell—hard-working manufacturers' representative with excellent jobbers relations wants one more major line to promote teeming Northeast area. Now representing three top companies in the field. (No gimmicks or equipment, please.) ADDRESS: Box 8494, NATIONAL CLEANER & DYER. -46

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS-JOBBERS for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.** Mfrs. of Wire Coat Hangers. 8414-14

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Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail. Also instructions by mail, your inquiries. Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

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DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS** and verses. For **FREE** proofs write **DAVID LILLY CARTOONS, Box 167, Long Beach, Calif. 7580-10**

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa. 5234-13**

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 4055-13**

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

Suede and leather garments cleaned and refinished—using the most modern methods and equipment—**GOOD WORK GUARANTEED.** Suede jackets—\$5.00, suede coats—\$10.00, handbags from \$3.00, gloves (short white) 50¢. **COMPLETE REPAIR DEPT.** Established 1912. Cole Leather Cleaners, 1287 Second Ave., New York 21, N. Y., LEHIGH 5-0250. 8492-13

Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. Advance Leather Coloring, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "**TRENCH-TEX**" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 7947-13**

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HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

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FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

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MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS, 413 Race St., Cincinnati 2, Ohio.** 7369-29

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The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Avenue, New York 21, N. Y. 5966-29

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We teach re-weaving by mail. New all-metal instrument, easy-to-use instructions. Write for free literature. F. S. Peters, 1901 South Jackson Street, Little Rock, Ark. 8360-15

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LEARN TAILORING, REPAIRING, REWEAVING in one of America's finest tailoring schools. Tuition: \$75 for each 100 hours of instructions. Stay as long as you wish. Empire Institute of Tailoring, 422-A East 5th Street, Hazleton, Pa. 7129-15

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SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBEL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBEL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-12**

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 221 County St., Portsmouth, Virginia. 7638-12**

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST. ROCHESTER 11, N. Y. 7256-12**

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We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 Ninth St., Long Island City 1, N. Y. STillwell 6-6666. 8291-4**

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent savers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 8434-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 8437-4

Hoffman washer, 100 lbs. open-front, motor-driven, Monel cylinder. Hoffman extractor 40" unit set-up for wash-rinse operation with valves, electric controls and pump. Unit in operation 12 months. Call HO 7-4100 or write Neild Cleaners, 2205 N. Charles Street, Baltimore 18, Maryland. 8507-4

Filter, 2000 G.P.H. Standard Monel tube type, never uncrated, \$997. Badger Laundry Machinery Co., 3015 S. Herman Street, Milwaukee 7, Wisconsin. 8508-4

For sale: Two used Prosperity two-girl shirt units. These units consist of 2440 PC triple-head press, 3240 PC bosom-body press, 821 PO yoke press, Force 75 SL Master double sleever, Steele folding table. Presses have thin heads with flush table buttons. Machines are in excellent condition. Price—\$700 for each unit. Will sell the Force slevers separately at \$225 each. Harold Stegmiller, 2747 17th Avenue Court, Moline, Illinois. 8519-4

SOLVENT PLANT 140F—one 36 x 48, one 36 x 30 washer, complete with pumps, filters, extractor, tumbler, etc. \$900 sell all or parts. Manhattan Cleaners, 1127 South Sixth, Louisville, Kentucky. JU 7-0227. 8525-4

NEW REPOSSESSED 25 lb. automatic SYNTHETIC DRYCLEANING unit. Operated only one week. Complete with self-cleaning filter, still, muck cooker and reclaimers, \$6,200. Hoffman Machinery & Supply Co., Inc., 1455 Harrison Ave., Cincinnati 14, Ohio. WABash 1-1483. 8526-4

One-Sec 20 lb. automatic synthetic cleaning unit with filter and still and separate Sec recovery unit. One 6 HP. Fulton tubeless boiler. One Kisco condensate return system. Two Hoffman "X" pressing machines. One Hoffman "R" model pressing machine. All the above equipment carries new-machine guarantee and one-year warranty. Hoffman Machinery & Supply Co., Inc., 1455 Harrison Avenue, Cincinnati 14, Ohio. WABash 1-1483. 8527-4

NEW HOFFMAN EQUIPMENT AT 35% DISCOUNT. Net prices after discount are: 2000 GPH synthetic tubular filter \$900. ARCO-5 utility air press \$650, 6 offset air presses \$690, ARB-10 topper air press \$655, ARE-10 Legger air press \$680, ARW-1 mushroom air press \$625. F.O.B. Cleveland, Ohio. **CLEVELAND UNITED EQUIPMENT CO., 2435 St. Clair Avenue, Cleveland, Ohio. 8528-4**

30 HP. Fulton steam boiler, like new, 50 lb. Huebsch automatic shirt washer, like new, 300-gallon Patterson-Kelley water heater, cement lined, 36 x 55 and 42 x 64 Gross Silex washers, excellent condition, Excelsior silk press, air-driven, one year old. Risley-Dorraine Co., 509 N. Trenton Avenue, Atlantic City, New Jersey. 8529-4

Completely motorized Hoffman 140-F cleaning unit including 30 x 40 washer, 24" extractor, 30 x 36 tumbler, two 135 gal. aboveground storage tanks, 50 GPH still, 1300 GPH filter, all piping and valves. Excellent condition. \$2,500. Model Star Laundry and Dry Cleaning, 208-210 East Van Buren Street, Danville, Illinois. 8536-4

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OUR READERS SAY

Welcome Arrival

To the Editor:

The March issue of The NATIONAL CLEANER & DYER has just reached my desk and it looks as though I will have a bit of reading to do if I am going to wade through this fat volume. Undoubtedly this annual Guidebook issue is of very real benefit to every dry-cleaner whether large or small. You can be sure that in our organization we are constantly referring to the Guidebook for information right throughout the year.

HARRY TAYLOR
H. M. Taylor Ltd.
Wellington, New Zealand

Convention Speaker

To the Editor:

The May issue of The NATIONAL CLEANER & DYER appeals to the vanity of the Oklahomans. The article about our convention and the picture of the newly elected officers gives us some nice publicity. Thanks to you.

Unfortunately, the story of the convention missed one of the big highlights. Mr. Victor D. Oakley gave us a very stimulating address and the reception of his talk was phenomenal. We hear references to him daily not only for the information presented but also for his effective dramatic presentation. I would say his talk was the best we have had at any of our meetings since a young fellow by the name of Arthur F. Schuelke talked to us last year.

Is there some way of making amends for the omission?

L. J. NIEMAN, Secretary-Treasurer
Oklahoma Association of
Drycleaners, Inc.
Oklahoma City, Okla.

Unfortunately, it is geographically impossible for our staff to attend all state conventions. The Oklahoma meeting was covered by a local correspondent who must have missed the talk of this always inspiring speaker.
—EDITOR

What's in Store?

To the Editor:

Since the technical advance with the charge systems, there have been no real new technical changes within the trade to stimulate us. One-hour

service, introduction of shirts, cash-and-carry drive-in operations are now more or less standard in the cleaning business.

The application of motivation which was so well covered in this year's Guidebook may be pointing a way.

With these thoughts in my mind I turn to you with a number of questions. I feel that with your broad outlook and bird's-eye view of our business you can see something now going on that points to the future. We may be so close to these ideas we cannot see our own forest.

I have looked quite closely at the coin-operated laundromats, but see no relationship applicable to drycleaning. In the same broad sense of merchandising and servicing customers, we borrowed and adapted to our own use the drive-in plant. Is it possible that somewhere, some place, another industry which serves the retail customer has an angle, a service approach, an operation that we could use as well or even better?

MARTIN HIRSHKOWITZ
Brooklyn, N. Y.

Shirt Laundering in Australia

To the Editor:

The purpose of this note is to ask you your views on the value of a shirt unit in conjunction with drycleaning. For some years now I have read of the success of the unit in your country and have been keen to install a unit in our own plant. Being regarded as top quality cleaners (our prices are, I think, the highest in this country) we deal with the customer who is willing to pay for good work and, incidentally, more likely to want his shirts laundered. Second, we run 11 vans on house-to-house pickup with mostly regular weekly calls.

In view of the above facts I consider there would be a possible de-

mand for this specialized service. Of course, we would have to be sure of a quality job and in this respect the plant, I think, would have to come from U. S. A. I would appreciate any advice you could possibly offer, also about the staff, etc., needed to operate a unit and the extent of plant generally used. Having visited your country some years back I consider it the leader in modern trends and I personally feel that with our already established connection in quality drycleaning this added service would be a success out here.

E. A. LITTLE
Littles Pty. Ltd.
Balgowlah, N. S. W.
Australia

Shirt laundering in a drycleaning plant is rapidly becoming standard procedure in this country. We feel certain this trend will also catch on in your country, for the same reason it has been successful here. That is, the average laundry offers only weekly service, while the cleaners generally offer same-day or next-day service. Thus the customer need only have four or five shirts to get by. A rule-of-thumb measurement here in the States is that one shirt is processed for every dollar's worth of drycleaning. A plant doing \$2,000 a week can reasonably expect around 2,000 shirts a week, so you can see the potential.

—EDITOR

Branch Accounting

To the Editor:

There seems to be a great deal of confusion regarding the accounting methods used to cost out a branch office.

I refer to one where there is no activation. The same confusion seems to exist as regards costing out an activated branch.

Will you kindly refer us to any articles or bulletins which have been published. If none have, it seems to me that there is room here for a series of articles.

F. E. GLASS, President
Crown Laundry & Dry Cleaning Co.
Indianapolis, Ind.

Because there has been so much interest in the subject of accounting, we devoted our Guidebook of March 1957 to this subject.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the dry-cleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Our customers report

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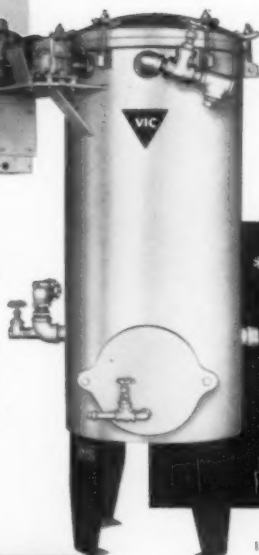


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How Butler
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SUCCESSFUL PACKAGE PLANT



Orval Slater, a successful San Antonio cleaner and past-president of the N.I.D., had been looking for a suitable package plant location which would attract business that was moving to the outskirts. At the same time Butler, cognizant of the trend to package plants, was scouting locations in the San Antonio area. Inevitably, the two came together, and Butler suggested a location overlooked by Mr. Slater, that had been surveyed by skilled personnel from Butler's Location Analysis Department.

The Butler men found that the proposed location, situated in an outlying shopping center, was near several other shops with heavy traffic counts, and that a new highway was being built that would eventually bring additional traffic to the area. They also analyzed the market . . . determined the potential . . . studied prospective customers' attitudes toward drycleaning. Finally, they presented a suggested layout and workflow chart keyed to the proposed plant.

All this was done at no charge to Mr. Slater.

Based on the findings and recommendations of the Location Analysis Department, Mr. Slater decided to go ahead.

Has the plant been a success? Let Mr. Slater tell you:

"We expected to operate five or six months before getting into the black," he says, "but we were there at the end of four and a half months. Our volume has far exceeded my expectations ever since. I attribute this success to three things: 1) a good location; 2) fast cleaning service, and 3) aggressive merchandising. On second thought, I have to add a fourth point: Butler's Location Analysis Department, which proved to me that it was a sound business venture in the first place."

You can use this unique service to advantage in your area. Ask your Butler representative to show you how you can increase your volume through expansion to new locations. Or if you wish to modernize existing facilities, or increase business through aggressive advertising and sales promotion, your Butler representative will be happy to assist you.



Remember — Everyone is interested in your business
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